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En novembre 1971, le Conseil de la Radio-Télévision Canadienne confiait à l'auteure le mandat: 1. de relever à l'horaire des postes CHLT (7), CBMT (6), CBTF (2) et CFCF (12) la programmation destinée aux enfants; 2. de préparer une grille d'observation et de visionnement méthodique; 3. de préparer un tableau montrant l'origine, le réalisateur et l'auteur de ces programmes; 4. d'étudier le code volontaire de la publicité destinée aux enfants dans cette programmation et la fréquence de ces messages; 5. de relever les infractions à ce code, les améliorations à ce code et d'identifier les messages qui pourraient faire l'objet de plaintes; 6. d'identifier les principales valeurs sociales véhiculées à l'intérieur des programmes.

L'auteure a dressé une liste des différents programmes de télévision destinés aux enfants. A la fin novembre 1971, elle se mit systématiquement à écouter ces programmes, à noter le nombre de messages publicitaires présentés durant ces programmes, à vérifier leur fréquence et à voir si les réalisateurs se conformaient aux règlements établis. L'auteure passa près de 400 heures, soit 17 heures en moyenne par semaine, à regarder, scruter et analyser les programmes pour enfants. Pour chaque programme, elle dressa différents tableaux.

Les programmes de télévision canadiens pour enfants s'échelonnent sur une gamme qui va de l'excellence à la nocivité. Les programmes de qualité n'existent pas aux chaînes privées de télévision. Aussi bien l'auteure assortit-elle sont rapport de 19 recommandations. Elle demande notamment que les annonces publicitaires destinées aux enfants de moins de dix ans soient bannies de la télévision, qu'il n'y ait aucune annonce publicitaire immédiatement avant ou après les programmes destinés aux enfants et que le CRTC entreprenne d'évaluer l'impact de la télévision canadienne sur les enfants. Il sera alors en mesure de faire des recommandations sages et des suggestions senties aux réalisateurs canadiens.

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Canadian Radio-Television Commission
Conseil de la Radio-Télévision Canadienne

report on children's television in montreal

may 1972

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FINAL REPORT

on

CHILDREN'S TELEVISION

prepared for the Canadian Radio-Television Commission

by Margaret Doré

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May 31st, 1972

TABLE OF CONTENTS

A) Our mandate 1

B) Approach and method 6

C) Schedule of children's programs 10

D) Monitoring schedule 18

E) Origin, director and author of children's programs 39

F) Commercial messages directed at children 45

G) Broadcast Code infractions 61

H) Conclusions re advertising directed at children 69

I) Children's programming 78

J) Conclusions re children's programming 91

K) Recommendations 105

Appendix I: Program descriptions 111

Appendix II: Commercial, promo and public service message chart 172

CHILDREN'S TELEVISION PROGRAMS

A) Our mandate

In mid-November, 1971, the Canadian Radio-Television Commission through Monsieur Paul-Emile Lamy, Director of the Montreal Office, gave us the following assignment:

> "Relever à l'horaire des postes CHLT (7), CBMT (6), CBFT (2) et CFCF-TV (12), la programmation destinée aux enfants. Préparer une grille d'observation et de visionnement méthodique. Préparer un tableau montrant l'origine, le réalisateur, l'auteur de ces programmes. Etudier le code volontaire de la publicité destinée aux enfants contenue dans cette programmation, la fréquence de ces messages, la fréquence répétitive etc... Relever les infractions à ce code, les améliorations dues à ce code et identifier les messages qui pourraient faire l'objet de plaintes. A l'intérieur des programmes, identifier les principales valeurs sociales qui y sont véhiculées. Soumettre un plan d'observation et un échéancier. Produire des rapports mensuels et un rapport final des activités ci-dessus mentionnées avant le 1er mai 1972."

Roughly translated the above means we were commissioned to do the following:

> Make a list of the children's programs on CHLT (7), CBMT (6), CBFT (2) and CFCF-TV (12). Prepare a plan to systematically monitor these programs. Prepare a table indicating the origin, director and author of these programs. Study the volontary Broadcast Code for Advertising to children, the number and frequency of these commercials during these programs, etc... Note the infractions

> to the Code, improvements due to the Code, and identify the messages which could be the object of complaints. Regarding the programs themselves, state their principal social values. Submit a monitoring schedule. Produce monthly reports and a final report of the above activities before May 1st, 1972.

The final date for the report was later set at May 7th, 1972.

It soon became obvious through research that the C.R.T.C.'s mandate was the reflection of a manifestation of increased interest on the part of the public at large and parents in general, in children's television programs, and more specifically, in the subject of advertising directed at children. This is evidenced by the recent activity of both individuals and groups.

'Television in the lives of our children' has always provoked lively discussions but since the early part of 1971 these debates have become even hotter, especially in reference to commercials directed at children. Many experts and interested lay persons have expressed their views in the press and on radio and television. (See report to C.R.T.C. "TV Advertising Directed to Children" by André Martin, Monique Bégin, February 22nd, 1971) A group of citizens formed the Movement for the Abolition of Publicity directed at Children (le Mouvement pour l'abolition de la publicité destinée aux enfants) - MAPDE, in the fall of 1970.

The pressure brought to bear on government, broadcasters and advertisers from various sources, resulted in the publishing of the volontary Code on September 28th, 1971.

Although the Code went into effect as soon as it was announced, time for compliance to its regulations was allowed for those commercials produced prior to January 1st, 1972. Obviously the majority of advertisements for children's toys and games are concentrated in the six-week pre-Christmas period. Many of these messages were conceived and produced prior to the September date.

The subject of advertising directed at children also arose for debate in the House of Commons. On November 26th, 1971, Mr. James A. McGrath (St. John's East) moved that Bill C-237 -- introduced on April 7th, 1971 to amend the Broadcasting Act re advertising on children's programs -- be read a second time and referred to the Standing Committee on Broadcasting, Films and Assistance to the Arts. The object of the bill is to prohibit advertising during the broadcasting of children's programs.

The topic for discussion on the two-hour radio program Cross-Country Checkup (CBM) on Sunday, December 5th, 1971, was "Advertising aimed at children". Listeners telephoned from all parts of Canada to speak with the show's guest, Mr. Robert Oliver, President of the Canadian Advertising Advisory Board, and to express their personal views on the subject. The majority of callers appeared to favour the banning of all commercials directed at children.

Another occasion to listen to Canadians' views on the subject of "Television and children" was provided by the CBC network radio program "This Country in the Morning" on Friday, February 4th, 1972. Host Peter Gzowski told listeners about the experiment he was conducting in his own home with his family (which includes young children) by turning off the television set for a full week. He invited listeners comments, which provoked a very heavy response of telephone calls, indicating that the topic was of great interest to the general public and parents as well.

CTV's one-hour weekly public affairs program "As It Is" (CFCF-TV) on Wednesday evening, February 16th, 1972, was devoted to discussing "Advertising ... and its effect on the consumer". In a fifteen-minute segment the discussion centred on Advertising and children's programs; the two guests interviewed were an English-speaking mother who is a member of MAPDE, and André Caron, University of Montreal communications professor. (A summary and analysis of research and articles on the subject of Advertising and Children was published by the Publicité Club de Montréal. Professor Caron prepared this study, it was released as Cahier I in mid-December, 1971.)

Public interest has resulted in a great number of articles being published during the past few months. Below is an abbreviated list of those which have appeared in the Montreal newspapers:

"Quels sont les effets de la publicité sur les enfants?"
by Renée Rowan
Le Devoir, mardi, 14 décembre 1971

"Power to the Viewer"
by Joan Irwin
The Montreal Star, Saturday, November 13, 1971

"Ads for Children: more research needed"
by Dave Chenoweth
The Gazette, Montreal, Wednesday, December 15, 1971

"Le nouveau code sur la publicité TV destinée aux enfants n'a rien changé" (Le MAPDE poursuit sa lutte)
by Renée Rowan
Le Devoir, vendredi, 26 novembre 1971

"TV ads aimed at children -- more facts are needed"
by Steve Hendler
The Montreal Star, Tuesday, December 14, 1971

"Les enfants et la télévision"
by Ronald Johnson
Magazine du Publicité-Club de Montréal, Vol. XIII, No 2, Novembre 1971

Toy ads to aim more at parents"
by Dave Chenoweth
The Gazette, Montreal, Wednesday, February 16, 1972

"CBC, Radio-Canada Tops in children's TV field"
by L. Ian Macdonald
The Gazette, Montreal, Wednesday, February 19, 1972

Clearly children's programs and especially commercials aimed at children are matters of national concern.

B) Approach and method

Apparently the assignment entrusted to us corresponded to a need and we proceeded as methodically as possible. We commenced by composing a list of all children's programs on television stations CHLT (7), CBMT (6), CBFT (2) and CFCF-TV (12). For the purpose of definition we consider that Children's Programs are those aimed at youngsters up to the age of twelve (12). This type of programming is also called Youth Programs, which is generally speaking, that which is aimed at three to fourteen year-olds, or any sub-group thereof. Our research is concentrated on the former.

For practical reasons, and in accordance with the director of the Montreal office, station CHLT (Sherbrooke) was eliminated from the list. On March 21st, 1972, we were requested to begin monitoring CFTM-TV (10) and we did so immediately.

We began regularly monitoring programs on channels 2, 6 and 12 at the end of November. We also recorded all messages presented during children's programs, to establish the number of commercials broadcast during a given time period, their repetitive pattern, and whether broadcasters are complying with the regulations set out by the Canadian Association of Broadcasters in the Broadcast Code for Advertising to Children.

Around the middle of December 1971 we submitted in the form of tables, a set of schedules of the children's programs carried on channels 2, 6 and 12. A new set of schedule tables, marked January 1972, was prepared as a number of changes were made in the programming of CBFT (2) especially, during the early part of the New Year. It will be noted that certain programs which were included in the December schedules are no longer listed in the new set of tables. After careful monitoring they were considered to be in the category of appealing to those over twelve (12) years of age. Thus "Like Young" (CFCF-TV (12), "Video One" (CBMT - 6) and "Donald Lautrec Chaud" CBFT - 2) are in our opinion, conceived and produced for the adolescent viewer between the ages of thirteen and twenty.

Other programs have been included in or added to the schedules, especially those in the early evening time slot, since our surveys indicated that these shows are watched regularly by children in the age group with which we are concerned in this study. These programs are: "The Courtship of Eddie's Father", "Me and the Chimp" and "The Brady Bunch" on CFCF-TV (12); "Get Smart", and "The Rovers" on CBMT (6); "Alerte dans l'espace", "Ma sorcière bien aimée", "Les Pierrafeu" and "Quelle Famille" on CBFT (2). This decision is confirmed by the Broadcast Code for Advertising to Children by the following: "It is recognized that 'children' is a relative term, and that many children enjoy 'adult' programs as frequently as they enjoy content directed to the child audience."

Included in this report are the afore-mentionned two sets of tables giving the schedules of children's programs on the television stations assigned; a series of weekly schedules of the children's programs we monitored; a set of tables indicating the origin, director and author of these programs; a set of tables giving the schedules of programs carrying commercial messages directed at children; and another set of tables showing the potential age-group of children's programs viewers. A description of all children's programs monitored and a chart of all commercial messages, promos and public service messages carried during children's programs, as noted during the monitoring period (from November 29th, 1971 to April 30th, 1972) were placed in Appendices I and II due to the number of pages involved.

The total number of hours spent in monitoring programs came to 339.30 (hours), making an average of seventeen (17) hours weekly, resulting in nearly four hundred pages of notes on program content, which we tried to reduce to a reasonable length in the description of programs, to form the basis for our conclusions and recommendations.

A preliminary report was submitted to Monsieur Lamy on February 28th, 1972. It proved to be infeasible to present monthly reports. However, as already stated, copies of some of the tables were submitted in December 1971, in lieu of said.

This document was not presented to the Canadian Radio-Television Commission before May 7th, 1972, due to the fact that we undertook a most exhaustive research on the subject of children's programs. We continued to monitor until the end of

April in order to have a global concept of the programming on all four channels. (This date is also the end of the major television season: contracts with distributors run out, production ends and reruns begin.) Finally, this study was conducted by one person and even with the excellent cooperation we received from Monsieur Lamy's office, the results could not be produced any sooner.

C) Schedule of children's programs

The method used to prepare these schedules was the following: we first drew up a list of probable children's programs on the assigned channels; then contacted the departments involved at stations CBFT, CBMT, CFCF-TV and CFTM-TV, to have them verify if this list included all programs telecast by them which they consider to be for children. We also consulted the various television viewing guides as well as the TV schedules published in the local newspapers. Then we began to systematically monitor all programs telecast during the hours that children are ostensibly watching television. Tables IA, IB, IC (January 1972), and ID (March 1972, give the title, broadcast time and day of these programs. Along with the regular children's programs and school telecasts we included a number of family shows and so-called situation comedies that attract a large children's audience. All programs that are not strictly conceived for children are identified by an asterisk. The schedules drawn up in December are attached as well, for comparison purposes. (The group of tables hereby described are on pages 14 through 17) The following list details the changes made:

Table IA - CBFT

9:15 a.m. - Monday through Friday - Les Oraliens replaced Afrique du soleil levant.

9:30 a.m. - Mon., Thurs., Fri., - Télévision scolaire - Contrary to the December schedule, this program is for children on Mondays, Thursdays and Fridays only.

10:00 a.m. - Monday through Friday - 100 tours de Centour replaced Ciel des hommes.

10:15 a.m. - Monday - Les Chiboukis replaced La souris verte.

Tuesday and Thursday - Le sac à malice replaced La souris verte.

Wednesday - Clak replaced La souris verte.

Friday - Au jardin de Pierrot replaced La souris verte.

10:45 a.m. - Thursday - Oum, le dauphin blanc replaced Topino.

4:30 p.m. - Tuesday - Gru jot et Délicat replaced Sol et Gobelet.

Wednesday - Nic et Pic replaced Fanfreluche.

Friday - Le téléchrome replaced Gru jot et Délicat.

12:00 noon - Saturday - We withdrew Le monde en liberté from the schedule of Children's programs.

Thursday - We withdrew Charlie Chaplin from the schedule of children's programs.

7:00 p.m. - Sunday - We added Quelle Famille to the schedule of children's programs.

9:00 p.m. - Friday - We withdrew Donald Lautrec Chaud from the schedule of children's programs.

Table IB - CBMT

4:30 p.m. - Wednesday - Wildlife Country was withdrawn from the CBC's schedule.

5:00 p.m. - Wednesday - We withdrew Video One from the schedule of children's programs.

6:00 p.m. - Wednesday - The John Ferguson show replaced the Munsters.

8:30 a.m. - Saturday - Arthur and the Square Knights changed time and is now shown at 11:30 a.m. Saturdays.

9:30 a.m. - Saturday - Merry-Go-Max replaced Super Six.

10:30 a.m. - Saturday - Daniel Boone replaced Lost in Space.

12:00 noon - Saturday - Klahanie was withdrawn from the CBC's schedule.

10:00 a.m. - Sunday - Skippy was withdrawn from the CBC's schedule.

7:00 p.m. - Sunday - The Rovers was added to the schedule of children's programs.

TABLE IC - CFCF-TV

4:00 p.m. - Monday through Friday - We withdrew Dick Van Dyke from the schedule of children's programs.

7:00 p.m. - Tuesday - The Brady Bunch was added to the schedule of children's programs.

7:00 p.m. - Thursday - Me and the Chimp was added to the schedule by CFCF.

7:30 a.m. - Saturday - Ultraman is now shown at 8:30 a.m. Saturdays.

8:00 a.m. - Saturday - Hercules now lasts only thirty minutes in contrast to one hour on Saturday mornings.

6:00 p.m. - Saturday - We withdrew Like Young from the schedule of children's programs.

12:00 noon - Sunday - The Flintstones was withdrawn from the schedule on Sundays by CFCF.

1:00 p.m. - Sunday - Scouting Today was added to the schedule of children's programs.

5:00 p.m. - Sunday - Untamed World was withdrawn by us from the schedule of children's programs.

There have been a number of changes made in the schedules since this list was prepared, they are not detailed here but they are stated in section D and Appendix I.

TABLE IA - CBFT (2) JANUARY 1972

Schedule of children's programs

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9:00						Yogi l'ours	Laurel et Hardy *
9:15	Les Oraliens	Les Oraliens	Les Oraliens	Les Oraliens	Les Oraliens	(30 min.)	(30 min.)
9:30	Télévision scolaire			Télévision scolaire	Télévision scolaire	Le roi Léo	Le Prince Saphir
10:00	100 tours de Centour	100 tours de Centour	100 tours de Centour	100 tours de Centour	100 tours de Centour	Mon ami Ben	(30 min.)
10:15	Les Chiboukis	Le sac à malice	Clak	Le sac à malice	Au jardin de Pierrot	(30 min.)	
10:30	Fablio le magicien	Francis aux Paradis	Monsieur Pipo	Saturnin	Pépinot	Tour de Terre	
10:45	Poly au Portugal	Perdus (30 min.)	(30 min.)	Oum - le dauphin blanc	(30 min.)	(30 min.)	
11:00	(15 min.)			(15 min.)		Robin-Fusée	
11:30	Yogi l'ours	Roquet Belles Oreilles	Linus (30 min.)	Roquet Belles Oreilles		Lassie	
12:00	Skippy (30 min.)	(30 min.)		(30 min.)		(30 min.)	
4:00	Bobino	Bobino	Bobino	Bobino	Bobino		
4:30	Maigrichon & Gras Double	Grujot et Délicat	Nic et Pic	Major Plum Pouding	Le Téléchrome		
5:00	Daktari *	Daniel Boone	Le monde Disney *	Voyage au fond des mers	Tarzan *		
7:00	(60 min.)	(60 min.) *	(60 min.)	(60 min.) *	(60 min.)		Quelle Famille *
7:30		Alerte dans* l'espace(60m)	Ma sorcière (30 min.)*+		Pierrafeu (30 min.)*		(30 min.)

* These programs are aimed at a wide audience(family fare).

+ This program may be seen on various days at this time, depending on the hockey broadcast.

TOTAL hours weekly: 26:45

TABLE IA - CFPT (2)

Schedule of children's programs

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9:00						Yogi et Popotame	Laurel et Hardy
9:15	Afrique du Soleil Levant	Afrique du Soleil L.	Afrique du Soleil L.	Afrique du Soleil L.	Afrique du Soleil L.	(30 min.)	(30 min.)
9:30	Education Physique	Education	Education	Education	Education	Le roi Léo	Le Prince Saphir
10:00	Ciel des hommes	Ciel des hommes	Ciel des hommes	Ciel des hommes	Ciel des hommes	Mon ami Ben	(30 min.)
10:15	La souris verte	La souris verte	La souris verte	La souris verte	La souris verte	(30 min.)	
10:30	Fables de la Fontaine	Francis aux Paradis	Monsieur Pipo	Saturnin	Pépinot	Tour de Terre	
10:45	Poly au Portugal	Perdus (30 min.)	(30 min.)	Topino	(30 min.)	(30 min.)	
11:00	(15 min.)			(15 min.)		Robin-Fusée	
11:30	Yogi l'ours	Roquet (30 min.)	Linus (30 min.)	Roquet		Lassie	
12:00	Skippy			Charlie Chaplin *		(30 min.)	
12:30	(30 min.)			(30 min.)		Le monde en liberté *	
4:00	Bobino	Bobino	Bobino	Bobino	Bobino	(30 min.)	
4:30	Maigrichon	Sol et Gobelet	Fanfreluche	Major Plum Pouding	Gru Jot et Délicat		
5:00	Daktari (60 min.)	Daniel Boone (60 min.)	Walt Disney (60 min.)	Au fond des mers (60m.)*	Tarzan * (60 min.)		
7:30		Alerte dans l'espace *	Ma sorcière (30 min.) *		Pierrafeu (30 min.) *		
9:00		(60 min.)			Donald * Lautrec(30m)		

* These programs are aimed at a wide audience (family fare).

TOTAL hours weekly: 28:45

JANUARY 1972

TABLE IB - CBMT (6)

Schedule of children's programs

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:35	Mr. Dressup	Mr. Dressup	Mr. Dressup	Mr. Dressup	Mr. Dressup		
9:00	Quebec Schools		Quebec Schools		Quebec Schools	Rocky and Friends	
9:30	Telecast (Parlons	Quebec Schools	Telecast (Parlons	Quebec Schools	Telecast (Contes pour	Merry-Go-Max	
10:00	français, etc.)	Canadian Schools	français, etc.)	Canadian Schools	les jeunes, etc.)	Tween Set+	
10:30	Friendly Giant	Friendly Giant	Friendly Giant	Friendly Giant	Friendly Giant	Daniel Boone	
10:45	Chez Hélène	Chez Hélène	Chez Hélène	Chez Hélène	Chez Hélène	(60 min.)	
11:00	Sesame Street	Sesame Street	Sesame Street	Sesame Street	Sesame Street		
11:30	(60 min.)					Arthur et al- (30 min.)	
1:00						Children's Cinema	
4:30	Drop-In*	Drop-In*		Drop-In*	Drop-In*	(60 min.)	
5:00	Mr. Wizard	Alphabet Soup		Hi Diddle Day	Abbott & Costello	Bugs Bunny Roadrunner	
5:30	Get Smart*	Get Smart*	Get Smart*	Get Smart*	Get Smart*	Hour	
6:00			J. Ferguson Show (30 m.)		Tween Set		World of * Disney (60 m.)
7:00					(30 min.)		The Rovers * (30 min.)

* These programs are aimed at a wide audience (family fare)

+ Repeat of Friday's show

TOTAL hours weekly: 30:05

TABLE IB - CPMT (6)

Schedule of children's programs

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:30						Arthur	
8:35	Mr. Dressup	Mr. Dressup	Mr. Dressup	Mr. Dressup	Mr. Dressup	(30 min.)	
9:00	Quebec Schools		Quebec Schools		School Programs	Rocky and Friends	
9:30	(90 min.)	Quebec Schools	(90 min.)	Quebec Schools	(90 min.)	Super Six	
10:00		Canadian Schools		Canadian Schools		Tween Set	Skippy (30 min.)
10:30	Friendly Giant	Friendly Giant	Friendly Giant	Friendly Giant	Friendly Giant	Lost in Space	
10:45	Chez Hélène	Chez Hélène	Chez Hélène	Chez Hélène	Chez Hélène	(60 min.)	
11:00	Sesame Street	Sesame Street	Sesame Street	Sesame Street	Sesame Street		
12:00	(60 min.)					Klahanie (30 min.)	
1:00						Children's Cinema(60m.)	
4:30	Drop-In	Drop-In	Wildlife Country	Drop-In	Drop-In	Bugs Bunny	
5:00	Mr. Wizard	Alphabet Soup	Video One (30 min.)	Hi Diddle Day	Abbott & Costello	(60 min.)	
5:30	Get Smart*	Get Smart*	Get Smart*	Get Smart*	Get Smart*		
6:00			The Munsters (30 min.) *		Tween Set (30 min.)		Walt Disney* (60 min.)

* These programs are aimed at a wide audience (family fare)

TOTAL hours weekly: 32

TABLE IC - CFCF-TV (12) JANUARY 1972

Schedule of children's programs

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00						Hercules	
8:15	Rupert Bear	Rupert Bear	Rupert Bear	Rupert Bear	Rupert Bear	(30 min.)	
8:30	Hercules	Hercules	Hercules	Hercules	Hercules	Ultraman	
9:00	Magic Tom	Magic Tom	Magic Tom	Magic Tom	Magic Tom	Spider-Man	
9:30	(30 min.)					The Flintstones	
10:00						Dastardly & Muttley	
10:30						Perils of P. Pitstop	
11:00						Pink Panther Show	
11:30						Underdog	
12:00	The Flintstones	The Flintstones	The Flintstones	The Flintstones	The Flintstones	Cool McCool	
12:30	(30 min.)					Star Trek*	
1:00						(60 min.)	Scouting Today
4:30	Lassie	Lassie	Lassie	Lassie	Lassie		(30 min.)
7:00	(30 min.)	The Brady Bunch *		Me and the Chimp *			
7:30		Eddie's Father *					

* These programs are aimed at a wide audience (family fare).

TOTAL hours weekly: 18:45

TABLE IC - CFCF-TV (12)

Schedule of children's programs

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7:30						Ultraman	
8:00						Hercules (60 min.)	
8:15	Rupert Bear	Rupert Bear	Rupert Bear	Rupert Bear	Rupert Bear		
8:30	Hercules	Hercules	Hercules	Hercules	Hercules		
9:00	Magic Tom (30 min.)	Magic Tom	Magic Tom	Magic Tom	Magic Tom	Spider-Man The Flintstones	
9:30						Dastardly & Muttley	
10:00						Perils of Penelope	
10:30						Pink Panther	
11:00							
11:30						Underdog	
12:00	The Flintstones (30 min.)	The Flintstones	The Flintstones	The Flintstones	The Flintstones	Cool McCool	The Flintstones (30 min.)
12:30						Star Trek (60 min.)	
4:00	Dick Van Dyke *	Dick Van Dyke *	Dick Van Dyke *	Dick Van Dyke *	Dick Van Dyke *		
4:30	Lassie (30 min.	Lassie	Lassie	Lassie	Lassie		Untamed * World (30m)
5:00							
6:00						Like Young* (60 min.)	
7:30		Eddie's * Father (30m)					

* These programs are aimed at a wide audience (family fare)

TOTAL hours weekly: 22:15

TABLE 1D - CFTM-TV (10)

MARCH 1972

Schedule of children's programs

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:30	Les Petits Bonshommes	Les Petits Bonshommes	Les Petits Bonshommes	Les Petits Bonshommes	Les Petits Bonshommes		
9:00	(30 min.)					Fusée XI-5	
9:30						l'Araignée	
10:00						Sentinelles de l'air	Mon martien favori *
11:00						Superhéros	(30 min.)
11:30	Superhéros	Escadrille sous-marine	Superhéros	Super Car	Superhéros	Escadrille sous-marine	
	(30 min.)					(30 min.)	
1:20						Les amis les animaux *	
3:30	Roi de la jungle	Rin-Tin-Tin	Zorro	Marine Boy	Super Bolides	(10 min.)	
4:00	Capitaine Bonhomme	Capitaine Bonhomme	Capitaine Bonhomme	Capitaine Bonhomme	Capitaine Bonhomme		
5:00	Patrouille du Cosmos *	Patrouille du Cosmos *	Patrouille du Cosmos *	Patrouille du Cosmos *	Patrouille du Cosmos *		
7:00	(30 min.)						Flipper *

* These programs are aimed at a wide audience (family fare).

TOTAL hours weekly: 19:20

D

MONITORING SCHEDULE

D) Monitoring schedule

We then designed a schedule sheet which was filled in weekly, indicating the programs monitored and the total number of hours spent on viewing. As stated in the introduction, we began monitoring children's programs on channels 2, 6 and 12, November 29th, 1971. (We commenced monitoring channel 10, March 22nd, 1972.) The following pages (19 to 38) show our monitoring schedule for the weeks beginning November 29th, up to and including April 30th, 1972. In reiteration, some programs are not children's programs, strictly speaking, but were monitored because they sometimes carry commercials directed at children; because they had to be verified as to content; or for the reasons mentionned in the introduction to this report. These programs are identified by an asterisk.

Since January 22nd our work was frequently disrupted due to the rotating strikes by NABET and lockouts by CBC/Radio-Canada which affected the broadcasting schedules of CBMT and CBFT.

There was a strong attempt on our part to monitor all programs as frequently as possible in order to acculate the necessary data and impressions for a detailed analysis.

We did not view any programs during the period of December 27th to January 6th, in order to design and execute a number of tables and to do some pertinent research. Nor was it possible to monitor during the week of February 14th to 20th, as we were in the process of preparing the preliminary report.

Schedule of children's programs monitored during the week of

November 29th to December 5th 1971

MONDAY 29th	TUESDAY 30th	WEDNESDAY 1st	THURSDAY 2nd	FRIDAY 3rd	SATURDAY 4th	SUNDAY 5th
Tours de Centour (2) 10 to 10:15	Magic Tom (12) 9 to 9:30 am	Mr. Dressup (6) 8:35 to 9 am	La Souris Verte (2) 10:15 to 10:30	Rupert Bear (12) 8:15 - 8:30	Ultraman (12) 7:30 to 8 am	
La Souris Verte (2) 10:15-10:30	Friendly Giant (6) 10:30 - 10:45	Quebec Schools (6) 9 to 9:30 am.	Saturnin (2) 10:30 - 10:45	Hercules (12) 8:30 to 9 am	Arthur (6) 8:30 to 9 am	Skippy (6) 10 - 10:30
Fabilo le magicien(2) 10:30-10:45	Chez Hélène (6) 10:45 - 11 am	Linus (2) 11:30 to 12	Topino (2) 10:45 to 11	L'ane culotte (2) 10:30 to 11	Spider-Man (12) 9 to 9:30 am	
Foly (2) 10:45 to 11	Sesame Street (6) 11 am to 12		Roquet (2) 11:30 to 12	Bobino (2) 4 to 4:30 pm.	Lost in Space (6) 10:30 - 11:30	
Yogi (2) 11:30 to 12	Get Smart * (6) 5:30 to 6 pm		Major Plum Pouding (2) 4:30 to 5 pm	Gru jot et Délicat (2) 4:30 to 5 pm	Cool McCool (12) 12 to 12:30	
Skippy (2) 12 to 12:30	Eddie's Father * (12) 7:30 to 8 pm		Voyage au Fond mers (2)* 5 to 6 pm	Abbott & Costello (6) 5 to 5:30 pm	Monde en liberté * (2) 12:30 to 1 pm	
Bobino (2) 4 to 4:30	Nat'l Geo. Spec. * (12) 8 to 9 pm		Cartoon Special (6) 7:30 to 8 pm.	Get Smart * (6) 5:30 to 6 pm	Bugs Bunny (6) 5 to 6 pm	
Maigrichon (2) 4:30 to 5				Tween Set (6) 6 to 6:30 pm	Like Young * (12) 6 to 7 pm	
Daktari (2) 5 to 6 pm						
Cartoon Special (6) 8 to 8:30						

*** These are not children's programs strictly-speaking but sometimes they carry children's commercials.**

TOTAL viewing hours: 23:00

Schedule of children's programs monitored during the week of

December 6th to 12th, 1971

MONDAY 6th	TUESDAY 7th	WEDNESDAY 8th	THURSDAY 9th	FRIDAY 10th	SATURDAY 11th	SUNDAY 12th
	Aux Paradis Perdus (2) 10:30 to 11	Les Oraliens (2) 9:15 to 9:30	Rupert Bear (12) 8:15 to 8:30	Fépinot (2) 10:30 to 11	Arthur et al. (6) 8:30 to 9 am	
	Roquet (2) 11:30 to 12	L'Ecole chez nous (2) 9:30 to 10 am	Hercules (12) 8:30 to 9 am	Sesame Street (6) 11 to 12 noon	Rocky (6) 9 to 9:30 am	Prince Saphir (2) 9:30 to 10
Flintstones (12) 12 to 12:30	Dick Van Dyke (12) * 4 to 4:30 pm	Tours de Centour (2) 10 to 10:15	Franbécois (2) 9:30 to 10 am	Dick van Dyke (12) * 4 to 4:30 pm	Le roi Léo (2) 9:30 to 10 am	
	Sol et Gobelet (2) 4:30 to 5 pm	La Souris verte (2) 10:15 to 10:30	Michel Vaillant *(2) 12 to 12:30	Lassie (12) 4:30 to 5 pm	Dastardly & Muttley (12) 10 to 10:30	
	Alphabet Soup (6) 5 to 5:30 pm	Monsieur Pipo (2) 10:30 to 11	Drop-In (6) 4:30 to 5 pm	Tarzan * (2) 5 to 6 pm	Perils of Penelope (12) 10:30 to 11	
Maigrichon (2) 4:30 to 5	Get Smart * (6) 5:30 to 6 pm	Linus (2) 11:30 to 12	Hi Diddle Day (6) 5 to 5:30 pm	Tween Set (6) 6 to 6:30 pm	Robin-Fusée (2) 11 to 11:30	
	Eddie's Father (12)* 7:30 to 8 pm	Bobino (2) 4 to 4:30 pm		Cartoon Special (12) 7 to 7:30 pm	Lassie (2) 11:30 to 12	
	Cartoon Special (6) 8 to 8:30 pm	Fanfreluche (2) 4:30 to 5 pm			Bugs Bunny (6) 5 to 6 pm	Walt Disney (6) * 6 to 7 pm
		Video One* (6) 5 to 5:30 pm				The Rovers (6) * 7 to 7:30
		The Munsters * (6) 6 to 6:30 pm				

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 23

Schedule of children's programs monitored during the week of

December 13th to 19th, 1971

MONDAY 13th	TUESDAY 14th	WEDNESDAY 15th	THURSDAY 16th	FRIDAY 17th	SATURDAY 18th	SUNDAY 19th
Afrique du Soleil (2) 9:15 to 9:30		Ciel des hommes (2) 10 to 10:15	Rupert Bear (12) 8:15 to 8:30	School Programs (6) 9 to 9:15 am	Yogi et Popotame (2) 9 to 9:30 am	
Télévision scolaire (2) 9:30 to 10		La souris verte (2) 10:15 to 10:30	Hercules (12) 8:30 to 9 am	Afrique (2) 9:15 to 9:30	The Super 6 (6) 9:30 to 10 am	
Ciel des hommes (2) 10 to 10:15	Dick Van Dyke (12) * 4 to 4:30 pm	Friendly Giant (6) 10:30 to 10:45	Magic Tom (12) 9 to 9:30 am	Télévision scolaire (2) 9:30 to 10 am	Mon Ami Ben (2) 10 to 10:30	Laurel et Hardy (2) 9 to 9:30 am
Fables de la Fontaine (2) 10:30- 10:45	Drop-In (6) 4:30 to 5 pm	Chez Hélène (6) 10:30 to 10:45	Parlons français (6) 9:30 to 10 am	Quebec Schools (6) 10 to 10:30 am	Tour de Terre (2) 10:30 to 11	Le Prince Saphir (2) 9:30 to 10
Poly au Portugal (2) 10:45 to 11	Daniel Boone (2) 5 to 6 pm	Sesame Street (6) 11 to 12 noon	Cdn. School Telecast (6) 10 to 11 am	Pépinot (2) 10:30 to 11 a	Pink Panther Show (12) 11 to 11:30	Skippy (6) 10 to 10:30
Mr. Wizard (6) 5 to 5:30 pm	The Good Life (6) * 6 to 6:30 pm	Flintstones (12) 12 to 12:30	Fables de la Fontaine *(2) 11 to 11:30	Room 222 * (12) 7 to 7:30 pm	Underdog (12) 11:30 to 12	
My Three Sons (6) * 6 to 6:30 pm		Bobino (2) 4 to 4:30 pm	Roquet Belles Oreilles (2) 11:30 to 12	Animated Special* (12) 7:30 to 8 pm	Cool McCool (12) 12 to 12:30	Flintstones (12) 1 to 1:30
Madame et son fantôme *(2) 7:30 to 8 pm		Wildlife Country (6) 4:30 to 5 pm	Festival C. Chaplin* (2) 12 to 12:30		Star Trek (12) 12:30 to 1:30	
The Partridge Family *(6) 8 to 8:30 pm		Walt Disney * (2) 5 to 6 pm	Lassie (12) 4:30 to 5 pm		Children's Cinema (6) 1 to 2 pm	
	Ma sorcière* (2) 7:30 to 8 pm	The Munsters* (6) 6 to 6:30 pm	Hi Diddle Day (6) 5 to 5:30 pm			

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 26:45

Schedule of children's programs monitored during the week of

December 20th to 26th, 1971

MONDAY 20th	TUESDAY 21st	WEDNESDAY 22nd	THURSDAY 23rd	FRIDAY 24th	SATURDAY 25th	SUNDAY 26th
Rupert Bear (12) 8:15 to 8:30						
Hercules (12) 8:30 to 9	Roquet Belles Oreilles (2) 11:30 to 12	Monsieur Pipo (2) 10:30 to 11 am				
L'Age du Fer (2) * 9:15 to 10:15	Flintstones (12) noon to 12:30	Sesame Street (6) 11 to 12 noon		Mr. Dressup (6) 9:35 to 10 am		
Film Special (6) * 10 to 10:30			Bobino (2) 4 to 4:30 pm	Holiday Films (6) 10 to 10:30		
Mr. Dressup (6) 9:35 to 10		Video One* (6) 5 to 5:30 pm	Au Fond des mers (2) 5 to 6 pm	Friendly Giant (6) 10:30 to 10:45		
La Souris verte (2) 10:15 - 10:30	The Brady Bunch * (12) 7 to 7:30 pm	Get Smart * (6) 5:30 to 6 pm	Major Plum Pouding (2) 4:30 to 5 pm	Chez Hélène (6) 10:45 to 11 am		
Jean de la Fontaine (2) 10:30-10:45		Entertainers (6) * 6 to 6:30 pm				
Poly au Portugal (2) 10:45 to 11			Getting Together* (6) 7:30 to 8 pm			
Yogi l'ours (2) 11:30 to noon						
Lassie (12) 4:30 to 5 pm	Mr. Wizard (6) 5 to 5:30 pm					

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 12:30

Schedule of children's programs monitored during the week of

January 3rd to 9th, 1972

MONDAY 3rd	TUESDAY 4th	WEDNESDAY 5th	THURSDAY 6th	FRIDAY 7th	SATURDAY 8th	SUNDAY 9th
			Le sac à malice (2) 10:15-10:30	Les Animaux* chez eux (2) 9:15 - 9:45	Hercules (12) 8 to 8:30 am	
			Saturnin (2) 10:30-10:45	Histoire sans paroles * (2) 9:45 - 10:15	Ultraman (12) 8:30 to 9 am	
			Oum - le dauphin (2) 10:45 to 11	Au jardin de Pierrot (2) 10:15 - 10:30	Spider-Man (12) 9 to 9:30 am	
			Sesame Street (6) 11 to 12 noon	Pépinot (2) 10:30 to 11	Merry-Go-Max (6) 9:30 to 10 am	
				Sesame Street (6) 11 to 12 noon	Dastardly & Muttley (12) 10 to 10:30	
			Bobino (2) 4 to 4:30 pm		Tour de Terre (2) 10:30 to 11	
			Lassie (12) 4:30 to 5 pm	Téléchrome (2) 4:30 to 5 pm	Robin-Fusée (2) 11 to 11:30	
			Hi Diddle Day (6) 5 to 5:30 pm		Lassie (2) 11:30 to noon	
						Walt Disney * (6) 6 to 7 pm
						The Rovers* (6) 7 to 7:30

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 12

Schedule of children's programs monitored during the week of

January 10th to 16th, 1972

MONDAY 10th	TUESDAY 11th	WEDNESDAY 12th	THURSDAY 13th	FRIDAY 14th	SATURDAY 15th	SUNDAY 16th
Afrique du Soleil (2) 9:15 - 9:30	Le sac à malice (2) 10:15 - 10:30	Clak (2) 10:15 - 10:30	Le sac à malice (2) 10:15 - 10:30	Rupert Bear (12) 8:15 - 8:30	Yogi et Popotame (2) 9 to 9:30 am	
Télévision scolaire (2) 9:30 - 10 am	Francis aux Paradis (2) 10:30 to 11		Friendly Giant (6) 10:30 - 10:45	Mr. Dressup (6) 8:35 to 9 am	Le roi Léo (2) 9:30 to 10 am	Le Prince Saphir (2) 9:30 to 10
Les Masques (2) 10 to 10:15	Sesame Street (6) 11 to 12 noon		Chez Hélène (6) 10:45 to 11 am	Sesame Street (6) 11 to 12 noon	Dastardly & Muttley (12) 10 to 10:30	
Les Chiboukis (2) 10:15 to 10:30	Grugeot et Délicat (2) 4:30 to 5	Bobino (2) 4 to 4:30 pm	Sesame Street (6) 11 to 12 noon			
Fablio le magicien (2) 10:30 - 10:45	Alphabet Soup (6) 5 to 5:30 pm	Nic et Pic (2) 4:30 to 5 pm				
Poly au Portugal (2) 10:45 - 11	Get Smart * (6) 5:30 to 6 pm	Video One * (6) 5 to 5:30 pm	Hi Diddle Day (6) 5 to 5:30 pm	Bobino (2) 4 to 4:30 pm		
Sesame Street (6) 11 to 12 noon		Get Smart * (6) 5:30 to 6 pm	Get Smart * (6) 5:30 to 6 pm	Le Téléchrome (2) 4:30 to 5 pm		
Flintstones (12) 12:00 - 12:30	Maigrichon (2) 4:30 to 5 pm	J. Ferguson Show (6) 6 to 6:30 pm		Abbott and Costello (6) 5 to 5:30 pm		
Bobino (2) 4 to 4:30 pm	Mr. Wizard (6) 5 to 5:30 pm					
Get Smart * (6) 5:30 to 6 pm	My Three Sons (6) * 6 to 6:30 pm					

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 19:45

Schedule of children's programs monitored during the week of

January 17th to 23rd, 1972

MONDAY 17th	TUESDAY 18th	WEDNESDAY 19th	THURSDAY 20th	FRIDAY 21st	SATURDAY 22nd	SUNDAY 23rd
		Clak (2) 10:15 - 10:30	100 Tours de Centour (2) 10 to 10:15 am	Les Oraliens (2) 9:15 - 9:30	CBC (Radio-Canada) on strike today	
	Sesame Street (6) 11 am to noon	Monsieur Pipo (2) 10:30 to 11 am	Le sac à malice (2) 10:15 - 10:30	Télévision scolaire La Structure		
	Flintstones (12) noon to 12:30	Linus (2) 11:30 to noon	Saturnin (2) 10:30 to 10:45	Rythmique (2) 9:30 to 10 am	Flintstones (12) 9:30 to 10 am	
			Oum - le dauphin (2) 10:45 to 11 am	100 tours de Centour (2) 10 to 10:30	Dastardly & Muttley (12) 10 to 10:30	
			Sesame Street (6) 11 am to noon	Au jardin de (2) 10:15 - 10:30	Perils of P. Pitstop (12) 10:30 to 11	
	Lassie (12) 4:30 to 5 pm	Nic et Pic (2) 4:30 to 5 pm	Dick Van Dyke (12) * 4 to 4:30 pm	Pepinot (2) 10:30 to 11	Pink Panther Show (12) 11 to 11:30	
	Daniel Boone (2) * 5 to 6 pm	Walt Disney * (2) 5 to 6 pm	Drop-In* (6) 4:30 to 5 pm	Sesame Street (6) 11 to noon	Underdog (12) 11:30 to noon	Walt Disney * (6) 6 to 7 pm
		J. Ferguson Show (6) 6 to 6:30 pm	Au fond des mers * (2). 5 to 6 pm	Fierrafeu* (2) 7:30 to 8 pm	Cool McCool (12) noon to 12:30	Room 222 * (12) 7 to 7:30
			Me and the Chimp (12) * 7 to 7:30 pm	Donald Lautrec *(2) 9 to 9:30 pm	Star Trek * (12) 12:30 to 1:30	Jacques Cousteau Special * (12) 7:30- 8:30
					Like Young * (12) 6 to 7 pm	

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 22

Schedule of children's programs monitored during the week of

January 24th to 30th, 1972

MONDAY 24th	TUESDAY 25th	WEDNESDAY 26th	THURSDAY 27th	FRIDAY 28th	SATURDAY 29th	SUNDAY 30th
Télévision scolaire - Arts	Les Oraliens (2) 9:15 to 9:30	Télévision scolaire - L'Ecole chez	Rupert Bear (12) 8:15 to 8:30	Mr. Dressup (6) 8:35 to 9 am	Merry-Go-Max (6) 9:30 to 10 am	
plastique (2) 9:30 to 10	Le sac à malice (2) 10:15 to 10:30	vous * (2) 9:30 to 10 am	Hercules (12) 8:30 to 9 am	Quebec School Telecasts (Contes pour	Mon Ami Ben (2) 10 to 10:30	
Quebec School Telecasts - Contes pour	Friendly Giant (6) 10:30 to 11	100 Tours de Centour (2) 10 to 10:15	Magic Tom (12) 9 to 9:30 am	les jeunes) (6) 9 to 9:30 am	Tour de Terre (2) 10:30 to 11	
les jeunes (6) 10 to 10:30	Sesame Street (6) 11 to 12 noon	Clak (2) 10:15 to 10:30	Télévision scolaire - Le franbécois	Télévision scolaire (2) 9:30 - 9:45		
Les Chiboukis(2) 10:15 -10:30	Flintstones (12) noon to 12:30	Monsieur Pipo (2) 10:30 to 11	(2) 9:30 to 10 am	Quebec School (Voyageurs)6 10 to 10:30		
Fablio le magicien (2) 10:30 -10:45		Sesame Street (6) 11 am to noon	Canadian Schools (From Bach to Rock	Friendly Giant (6) 10:30 - 10:45		
Chez Hélène (6) 10:45 to 11			- music) (6) 10 to 10:30	Chez Hélène (6) 10:45 to 11		
Sesame Street (6) 11 to noon			Festival C. Chaplin* (2) noon - 12:30	Sesame Street (6) 11 am to noon	Tarzan * (2) 5 to 6 pm	
Skippy (2) noon - 12:30	Lassie (12) 4:30 to 5 pm			Bobino (2) 4 to 4:30 pm	Famous Adventures of Mister Magoo*	
Dick Van Dyk (12)* 4 to 4:30 pm	Daktari * (2) 5 to 6 pm		Hi Diddle Day (6) 5 to 5:30 pm	Le Téléchrome (2) 4:30 to 5 pm	(animated special) (6) 6 to 6:30 pm	

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 20:15

Schedule of children's programs monitored during the week of

January 31st to February 6th, 1972

MONDAY 31st	TUESDAY 1st	WEDNESDAY 2nd	THURSDAY 3rd	FRIDAY 4th	SATURDAY 5th	SUNDAY 6th
Les Oraliens (2) 9:15 to 9:30	Pardon My French * (6) 9 to 9:30 am	Magic Tom (12) 9 to 9:30 am	Mr. Dressup (6) 8:35 to 9 am	Rupert Bear (12) 8:15 to 8:30	Mon ami Ben (2) 10 to 10:30	Laurel et Hardy * (2) 9 to 9:30 a
Télévision scolaire - Education	Les Oraliens (2) 9:15 to 9:30	Que. Schools-Contes (6) 10 to 10:30 am	Les Oraliens (2) 9:15 to 9:30	Magic Tom (12) 9 to 9:30 am	Daniel Boone (6) 10:30 - 11:30	Le Prince Saphir (2) 9:30 to 10
Physique (2) 9:30 to 10	Que. Schools-P. français(6) 9:30 to 10 am	Clak (2) 10:15 - 10:30	Télévision scolaire - (Le franbécois) (2) 9:30 to 10 am	Sesame Street (6) 11 am to noon	Arthur & Sq. Knights (6) 11:30 to noon	
100 tours de Centour (2) 10 to 10:15	Que. Schools-History...(6) 10 to 10:30	Sesame Street (6) 11 am to noon		Flintstones (12) noon to 12:30	Les Corsaires (2) * noon to 12:30	
Les Chiboukis(2) 10:15 - 10:30	Friendly Giant (6) 10:30-10:45	Bobino (2) 4 to 4:30 pm	Canadian Schools - (Music from Bach to Rock) (6) 10 to 10:30 am		Le monde en liberté * (2) 12:30 to 1 pm	Scouting Today (12) 1 to 1:30 p
Fablio le magicien (2) 10:30 - 10:45	Chez Hélène (6) 10:45- 11 am	One Northern Summer * (6) 4:30 to 5 pm			Children's Cinema (6) 1 to 2 pm	
Sesame Street (6) 11 to noon	Sesame Street (6) 11 am to noon	Nic et Pic (2) 4:30 to 5 pm		Drop-In* (6) 4:30 to 5 pm		Untamed World * (12 5 to 5:30 p
Drop-In * (6) 4:30 to 5 pm	Dick Van Dyke * (12) 4 to 4:30 pm	Walt Disney * (2) 5 to 6 pm	Major Plum Pouding (2). 4:30 to 5 pm	Tarzan * (2) 5 to 6 pm		Audubon * Wildlife (6 5 to 5:30 p
Mr. Wizard (6) 5 to 5:30 pm	Lassie (12) 4:30 - 5 pm	J. Ferguson Show (6) 6 to 6:30 pm	Au fond des mers * (2) 5 to 6 pm	Tween Set (6) 6 to 6:30 pm	Bugs Bunny (6) 5 to 6 pm	World of Disney* (6 6 to 7 pm
Get Smart * (6) 5:30 to 6 pm	Alphabet Soup (6) 5 to 5:30 pm	Get Smart * (6) 5:30 to 6 pm			Like Young * (12) 6 to 7 pm	Room 222 * (12) 7 to 7:30

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 30:45

Schedule of children's programs monitored during the week of

February 7th to 13th, 1972

MONDAY 7th	TUESDAY 8th	WEDNESDAY 9th	THURSDAY 10th	FRIDAY 11th	SATURDAY 12th	SUNDAY 13th
Friendly Giant (6) 10:30 -10:45		Mr. Dressup (6) 8:35 to 9 am	Quebec Schools - Parlons	Contes pour jeunes (6) 9 to 9:30 am		
Chez Hélène (6) 10:45 to 11	Les Oraliens (2) 9:15 to 9:30	Quebec Schools - Parlons	français (6) 9:30 to 10 am	Téléscolaire Plein Air (2) 9:30 to 9:45		
Sesame St. (6) 11 to noon	Sesame Street (6) 11 am to noon	français (6) 9 to 10 pm	100 tours de Centour (2) 10 to 10:15	La Chanson Québecoise(2) 9:45 to 10 am		
Yogi l'ours (2) 11:30 -noon		Contes pour jeunes (6) 10 to 10:30 am	Le sac à malice (2) 10:15 - 10:30	Quebec Schools - Wolfe and		
Flintstones (12) noon - 12:30		Friendly Giant (6) 10:30 - 10:45	Saturnin (2) 10:30 - 10:45	Montcalme (6) 10 to 10:30		
		Chez Hélène (6) 10:45 - 11 am	Oum - le dauphin (2) 10:45 to 11	Au Jardin de pierrot (2) 10:15 - 10:30		
Bobino (2) 4 to 4:30	Gru Jot et Délicat (2) 4:30 to 5 pm	Sesame Street (6) 11 am to noon	Roquet Belles Oreilles (2) 11:30 to noon	Pépinot (2) 10:30 to 11		
Malgrichon (2) 4:30 to 5	Daniel Boone* (2) 5 to 6 pm		Drop-In * (6) 4:30 to 5 pm	Sesame Street (6) 11 am to noon		
Daktari * (2) 5 to 6 pm			Hi Diddle Day (6) 5 to 5:30 pm	Flintstones (12) noon to 12:30	Abbott and Costello (6) 5 to 5:30 pm	
			Get Smart * (6) 5:30 to 6 pm	Lassie (12) 4:30 to 5 pm	Get Smart * (6) 5:30 to 6 pm	

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 18:45

Schedule of children's programs monitored during the week of

February 21st to 27th, 1972

MONDAY 21st	TUESDAY 22nd	WEDNESDAY 23rd	THURSDAY 24th	FRIDAY 25th	SATURDAY 26th	SUNDAY 27th
		100 tours de Centour (2) 10 to 10:15				
Chez Hélène (6) 10:45 to 11	Le sac à malice (2) 10:15 to 10:30	Clak (2) 10:15-10:30		Au jardin de Pierrot (2) 10:15-10:30	Le roi Léo (2) 9:30 to 10 am	
Sesame St. (6) 11 to noon	Friendly Giant (6) 10:30 to 10:45	Friendly Giant (6) 10:30-10:45			Dastardly & Muttley (12) 10 to 10:30	
Flintstones (12) noon to 12:30		Sesame Street (6) 11 am to noon			Perils of P. Pitstop (12) 10:30 to 11	
Maigrichon (2) 4:30 to 5 pm		Linus (6) 11:30 to noon			Robin-Fusée (2) 11 to 11:30	
Daktari * (2) 5 to 6 pm		Flintstones (12) noon to 12:30			Lassie (2) 11:30 to noon	Scouting Today (12) 1 to 1:30
		Nic et Pic (2) 4:30 to 5 pm	Major Plum Pouding (2) 4:30 to 5 pm	Tarzan * (2) 5 to 6 pm		
	Ma sorcière* (2) 7:30 to 8 pm	Le monde Disney * (2) 5 to 6 pm	Voyage ...des mers * (2) 5 to 6 pm	Tween Set (6) 6 to 6:30 pm		World of Disney* (6) 6 to 7 pm
		J. Ferguson Show (6) 6 to 6:30 pm				The Rovers* (6) 7 to 7:30
		Alerte dans l'espace* (2) 7:30 - 8:30				

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 19

Schedule of children's programs monitored during the week of

February 28th to March 5th, 1972

MONDAY 28	TUESDAY 29	WEDNESDAY 1	THURSDAY 2	FRIDAY 3	SATURDAY 4	SUNDAY 5
Rupert Bear (12) 8:15 to 8:30						
Hercules (12) 8:30 to 9 am	Mr. Dressup (6) 8:35 to 9 am					
Magic Tom (12) 9 to 9:30			Magic Tom (12) 9 to 9:30 am			
Télévision scolaire - (2)		Sesame Street (6) 11 am to noon				
Education Physique 9:30 to 10		Flintstones (12) noon to 12:30				
Chez Hélène (6) 10:45 to 11			Dick Van Dyke (12) * 4 to 4:30 pm			
Sesame Street (6) 11 am to noon			Lassie (12) 4:30 to 5 pm			
			Hi Diddle Day (6) 5 to 5:30 pm	Abbott & Costello (6) 5 to 5:30 pm		
Get Smart * (6) 5:30 to 6 pm			Get Smart * (6) 5:30 to 6 pm			
			Me & the Chimp * (12) 7 to 7:30 pm			

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 9

Schedule of children's programs monitored during the week of

March 6th to 12th, 1972

MONDAY 6	TUESDAY 7	WEDNESDAY 8	THURSDAY 9	FRIDAY 10	SATURDAY 11	SUNDAY 12
			Le sac à malice (2) 10:15 - 10:30		Ultraman (12) 8:30 to 9 am	
		Sesame Street (6) 11 am to noon	Saturnin (2) 10:30 - 10:45		Rocky & Friends (6) 9 to 9:30 am	
			Oum - le dauphin (2) 10:45 to 11 am		Merry-Go-Max (6) 9:30 to 10 am	
			Sesame Street (6) 11 am to noon			
		Bobino (2) 4 to 4:30 pm				
		Nic et Pic (2) 4:30 to 5 pm				
	Get Smart * (6) 5:30 to 6 pm			Tween Set (6) 6 to 6:30 pm		
	Eddie's Father (12) * 7:30 to 8 pm		Me & the Chimp (12) * 7 to 7:30 pm			

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 7:15

Schedule of children's programs monitored during the week of

March 13th to 19th, 1972

MONDAY 13	TUESDAY 14	WEDNESDAY 15	THURSDAY 16	FRIDAY 17	SATURDAY 18	SUNDAY 19
				Magic Tom (12) 9 to 9:30 am		
		Les Oraliens (2) 9:15 to 9:30		Télévision scolaire - Education		
	Sesame Street (6) 11 to 12 noon	Sesame Street (6) 11 to 12 noon		Physique (2) 9:30 to 10 am		
				Friendly Giant (6) 10:30 to 10:45		
				Chez Hélène (6) 10:45 to 11 am		
Drop In (6) 4:30 to 5	Lassie (12) 4:30 to 5 pm			Bobino (2) 4 to 4:30 pm		
Mr. Wizard (6) 5 to 5:30				Le Téléchrome (2) 4:30 to 5 pm		
Get Smart * (6) 5:30 to 6	The Brady Bunch * (12) 7 to 7:30 pm	J. Ferguson Show (6) 6 to 6:30 pm		Get Smart * (6) 5:30 to 6 pm		
	Eddie's Father * (12) 7:30 to 8 pm		Me and the Chimp * (12) 7 to 7:30 pm	Tween Set (6) 6 to 6:30 pm		Quelle Famille*(2) 7 to 7:30

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 10:15

Schedule of children's programs monitored during the week of

March 20th to 26th, 1972

MONDAY 20	TUESDAY 21	WEDNESDAY 22	THURSDAY 23	FRIDAY 24	SATURDAY 25	SUNDAY 26
				Les Petits Bonshommes(10) 8:30 to 9 am	Fusee XL-5 (10) 9 to 9:30 am	Laurel et Hardy * (2) 9 to 9:30 am
	Les 100 tours de Centour(2) 10 to 10:15				L'Araignee (10) 9:30 to 10 am	Le Prince Saphir (2) 9:30 to 10
Sesame Street (6) 11 am to noon	Le sac à malice (2) 10:15 to 10:30	Monsieur Pipo (2) 10:30 to 11		Sesame Street (6) 11 am to noon	Sentinelles de l'air (10) 10 to 11 am	Mon Martien Favori* (10) 10 to 10:30
	Friendly Giant (6) 10:30 to 10:45	Sesame Street (6) 11 am to noon			Superhéros (10) 11 to 11:30	Virginien* (10) 10:30 - noon
	Chez Hélène (6) 10:45 to 11 am	Flintstones (12) noon to 12:30			L'escadrille sous-marine(10) 11:30 to noon	
	Rin-Tin-Tin (10) 3:30 to 4 pm	Zorro (10) 3:30 to 4 pm	Marine Boy (10) 3:30 to 4 pm	Super Bolides (10) 3:30 to 4 pm		
	Cirque du Capitaine (10) 4 to 5 pm		Cirque du C. Bonhomme (10) 4 to 5 pm			
	Patrouille du Cosmos (10)* 5 to 5:30 pm		Patrouille du Cosmos (10)* 5 to 5:30 pm	Drop In * (6) 4:30 to 5 pm	Bugs Bunny (6) 5 to 6 pm	
	Get Smart * (6) 5:30 to 6 pm					Quelle Famille*(2) 7 to 7:30

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 19

Schedule of children's programs monitored during the week of

March 27th to April 2nd, 1972

MONDAY 27	TUESDAY 28	WEDNESDAY 29	THURSDAY 30	FRIDAY 31	SATURDAY 1	SUNDAY 2
Les Petits Bonshommes 8:30-9 (10)	Hercules (12) 8:30 to 9 am	Rupert Bear (12) 8:15 to 8:30				
Magic Tom (12) 9 to 9:30	Conquête de la mer - film special (2) 9:15 to 10:15		Friendly Giant (6) 10:30 to 10:45			
Mr. Dressup (6) 9:35 to 10			Chez Hélène (6) 10:45 to 11 am			
	Canadian Schools (6) 10 to 10:30		Sesame Street (6) 11 am to noon			
	Sesame Street (6) 11 am to noon		Flintstones * (12) noon to 12:30			
Le Roi de la jungle (10) 3:30 to 4 pm						
Bobino (2) 4 to 4:30 pm				Cirque du Capitaine(10) 4 to 5 pm		
	Lassie (12) 4:30 to 5 pm			Patrouille du Cosmos * (10) 5 to 5:30 pm		
	Daniel Boone* (2) 5 to 6 pm	Walt Disney * (2) 5 to 6 pm		Get Smart * (6) 5:30 to 6 pm		
		John Ferguson Show (6) 6 to 6:30 pm		Tween Set (6) 6 to 6:30 pm		

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 13

Schedule of children's programs monitored during the week of

April 3rd to 9th, 1972

MONDAY 3	TUESDAY 4	WEDNESDAY 5	THURSDAY 6	FRIDAY 7	SATURDAY 8	SUNDAY 9
	Mr. Dressup (6) 9:35 to 10 am	Les Petits Bonshommes (10) 8:30 to 9 am				
	Holiday Film (6) 10 to 10:30 am	Chak (2) 10:15 - 10:30	Saturnin (2) 10:30 to 10:45	Au jardin de Pierrot (2) 10:15 - 10:30		
	Le sac à malice (2) 10:15 to 10:30	Sesame Street (6) 11 am to noon	Tribulle (2) 10:45 to 11 am	Pepinot (2) 10:30 to 11 am	Tour de Terre (2) 10:30 to 11	
	Francis aux Paradis (2) 10:30 to 11 am	Linus (2) 11:30 to noon	Sesame Street (6) 11 am to noon	Sesame Street (6) 11 am to noon		
	Sesame Street (6) 11 am to noon		Super Car (10) 11:30 to noon	Superheroes (10) 11:30 to noon		Scouting Today (12) 1 to 1:30
Le roi de la Jungle (10) 3:30 to 4 pm	Rin-Tin-Tin (10) 3:30 to 4 pm				Mes amis les animaux (10) 1:20 to 1:30	
Bobino (2) 4 to 4:30 pm	Dick Van Dyke* (12) 4 to 4:30 pm		Cirque du Capitaine (10) 4 to 5 pm		Jeunesse en forme * (10) 2 to 3 pm.	
Maigrichon (2) 4:30 to 5 pm	Grujot et Délicat (2) 4:30 to 5 pm	Fanfreluche (2) 4:30 to 5 pm				
	Alphabet Soup (6) 5 to 5:30 pm		Hi Diddle Day (6) 5 to 5:30 pm		Pop '72 * (10) 6 to 7 pm	
	Get Smart * (6) 5:30 to 6 pm				Jeunesse * (10) 7 to 8 pm	Flipper * (10) 7 to 7:30

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 18:15

Schedule of children's programs monitored during the week of

April 10th to 16th, 1972

MONDAY 10	TUESDAY 11	WEDNESDAY 12	THURSDAY 13	FRIDAY 14	SATURDAY 15	SUNDAY 16
Magic Tom (12) 9 to 9:30 am						
Friendly Giant (6) 10:30 - 10:45						
Chez Hélène (6) 10:45 to 11						
Sesame Street (6) 11 to noon					Cool School (12) noon to 12:30	
Flintstones (12) noon to 12:30	Escadrille sous-marine(10) 11:30 to noon				Star Trek* (12) 12:30 to 1:30	
		Capitaine Bonhomme (10) 4 to 5 pm				
Drop-In * (6) 4:30 to 5 pm						
Mr. Wizard (6) 5 to 5:30 pm			Hi Diddle Day (6) 5 to 5:30 pm	Abbott & Costello (6) 5 to 5:30 pm		
Patrouille * du Cosmos(10) 5 to 5:30 pm						Walt Disney (6) * 6 to 7 pm

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 8:30

Schedule of children's programs monitored during the week of

April 17th to 23rd, 1972

MONDAY 17th	TUESDAY 18th	WEDNESDAY 19th	THURSDAY 20th	FRIDAY 21st	SATURDAY 22nd	SUNDAY 23rd
		Mr. Dressup (6) 8:35 to 9 am			Spiderman (12) 9 to 9:30 am	
		Parlons français (6) 9 to 9:15 am		Les Oraliens (2) 9:15 to 9:30	Rocky & Friends (6) 9:30 to 10 am	
		Le manège enchanté (2) 10 am to 10:15	Le sac à malice (2) 10:15 - 10:30		Mon ami Ben (2) 10 to 10:30 am	
		Friendly Giant (6) 10:30 to 10:45			Perils of Penelope (12) 10:30 to 11 am	
Superhéros (10) 11:30 - noon		Chez Hélène (6) 10:45 to 11 am	Tribulle (2) 10:45 to 11 am	Superheros (10) 11:30 - noon	Ultraman (12) 11 to 11:30	
		Sesame Street (6) 11 am to noon			Underdog (12) 11:30 to noon	
			Marine Boy (10) 3:30 to 4 pm			
Drop-In (6) 4:30 to 5 pm			Major Plum Pouding (2) 4:30 to 5 pm	Le Télé-chrome (2) 4:30 to 5 pm		Coup de Filet *(10) 5:30 to 6
Puffnstuff (6) 5 to 5:30 pm	Alphabet Soup (6) 5 to 5:30 pm					Walt Disney * (6) 6 to 7 pm
		John Ferguson Show (6) 6 to 6:30 pm		Tween Set (6) 6 to 6:30 pm		Flipper * (10) 7 to 7:30

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 11:15

Schedule of children's programs monitored during the week of

April 24th to 30th, 1972

MONDAY 24	TUESDAY 25	WEDNESDAY 26	THURSDAY 27	FRIDAY 28	SATURDAY 29	SUNDAY 30
					Fusée XL-5 (10) 9 am to 9:30	
[illegible] Chiboulin (2) 10:15 - 10:30						
Petite Abeille (2) 10:30-10:45	Francis au pays des grands fauves (2) 10:30 to 11 am		Tritulle (2) 10:45 to 11 am		Robin-Fusée (2) 11 am to 11:30	
					L'escadrille sous-marine (10) 11:30 to noon	
Skippy (2) noon - 12:30						
				Super Solides (10) 3:30 to 4 pm		
		Lassie (12) 4:30 to 5 pm				
Pufnstuf (6) 5 to 5:30 pm						
						Quelle Famille*(2) 7 pm to 7:3

* These are not children's programs strictly-speaking but sometimes they carry children's commercials.

TOTAL viewing hours: 5:15

E

ORIGIN, DIRECTOR AND AUTHOR OF CHILDREN'S PROGRAMS

E) Origin, director and author of children's programs

Tables IIA, IIB, IIC and IID on the following pages, give the origin, director and author of the programs considered to be for children by stations CBFT, CBMT, CFCF-TV and CFTM-TV respectively. Once again we have included those programs which are conceived for appeal to a rather wide age-group, wherein we find a great number of faithful viewers among the very young.

All but Table IID (April 1972) were prepared for the February report. Although there have been some changes in the schedule, we did not consider it necessary to re-do them, they are listed below instead, along with one addition:

CBFT (2)

Les 100 tours de Centour finished for the season March 24th, it was replaced by Le manège enchanté (European import, short animation with marionettes).

Fablio le magicien was replaced in April by La Petite Abeille (R.T.B., S.P.C., O.R.T.F. co-production, animated short, Tamara Tanbloom narrator).

Francis au paradis perdu was replaced in April by Francis au pays des grands fauves (same producer, director and author).

Oum - le dauphin blanc was replaced March 23rd by Tribulle (produced for Radio-Canada by Viau Productions, Pierre Sarrazin author, Robert Desrosiers, director).

Nic et Pic was replaced on April 12th by Fanfreluche (Radio-Canada production, Maurice Falardeau, Micheline Lechiffre, etc. directors, Kim Yarashevskya, etc. author).

CBMT (6)

Mr. Wizard was replaced in April by H. R. Pufnstuf (United States, Si Rose executive producer, Krofft Co. puppeteers). The Partridge Family is an addition (United States, created by Bernard Slade).

We will now leave the subject of programs temporarily, to provide information and data in the section following Tables IIA - D, regarding commercial messages directed at children.

TABLE IIA - CBFT (2)

Origin, director and author of children's programs

TITLE	ORIGIN	DIRECTOR	AUTHOR
Les Graliens (Monday through Friday)	Radio-Québec and the Minister of Education	André de Bellefeuille	team of writers
Télévision scolaire (Monday) Education Physique	Radio-Canada and the Minister of Education	René Verne Jean Valade	Guy Sanche (text and animator)
alternates with Arts Plastique	Radio-Canada and the Minister of Education	Lucille Basil	Pierre Sarrazin Camille Leduc Baret c.p.*
Télévision scolaire (Thursday) Le franbécois	Radio-Canada	James Dormeyer	Genevieve Chabot
Télévision scolaire (Friday) Plein Air	Radio-Canada	Louise Bellefeuille Jean-Guy Benjamin	Georges Schwartz Paul Larue c.p.*
alternates with La Structure Rythmique	Radio-Canada and the Minister of Education	Jean-Guy Benjamin	Georges Schwartz
Les 100 tours de Centour (Monday through Friday)	Radio-Québec	Pierre Belisle Normand Nicol	Guy Sanche (script ed.) André Chamberland c.p.*
Les Chiboukis (Monday)	Radio-Canada	Guy Comeau	Pierrette Beaudoin
Le sac à malice (Tuesday and Thursday)	Radio-Canada	Pierre Dupuis Renault Gariépy	Henriette Major
Clak (Wednesday)	Radio-Canada	Guy Comeau	Ginette Beauchance, etc.
Au jardin de Pierrot (Friday)	Radio-Canada	Maurice Falardeau	Pierrette Bouchette-Vermeer (animator)
Fablio le magicien (Monday)	Bucharest (an EFC production)	Artin Badeau George de la Grenadière	Animafilm
Poly au Portugal (Monday)	O.R.T.F. (Films Ajax)	Claude Boissol	Cécile Aubry
Francis aux Paradis Perdus (Tuesday)	Les films J. et M. Fiévet (France)	Jeanette and Maurice Fiévet	J. and M. Fiévet
Monsieur Pipo (Wednesday)	Canada (Toronto)	Pied Piper Films Ltd. ITC production	unknown
Les aventures de Saturnin (Thursday)	O.R.T.F.	Jean Tourane	Jean Tourane
Oum - le dauphin blanc (Thursday)	O.R.T.F.	René Borg	unknown

* Pedagogical consultant (conseiller pédagogique)

TABLE IIA - CBFT (continued)

TITLE	ORIGIN	DIRECTOR	AUTHOR
Spinot (Friday)	Radio-Canada	Pierre Gauvreau Pierre DesRoches	Réginald Boisvert
Yogi l'ours (Monday and Saturday)	United States	Hanna-Barbera Productions	several authors
Roquet Belles Oreilles (Tuesday and Thursday)	United States	Hanna-Barbera Productions	several authors
Trus (Wednesday) Assoc. Screen Industries Ltd.VF	United States	Ed Graham Productions Inc.	several writers
Skippy (Monday)	Australia	Lee Robinson (Norfolk International Prod.)	several writers
Bobino et Bobinette (Monday through Friday)	Radio-Canada	Marcel Laplante	Michel Cailloux Denise Racine
Maigrichon et Gras Double (Monday)	Radio-Canada	Hubert Blais	Paul Legault
Grujot et Délicat (Tuesday)	Radio-Canada	Aimé Forget James Dormeyer	Jean Besré
Pic et Fic (Wednesday)	Radio-Canada	Hélène Roberge	Roland Lepage Gaëtan Gladu
Les carnets de Major Plum Pouding (Thursday)	Radio-Canada	André Bousquet Guy Hoffmann	Yves Létourneau
Le Téléchrome (Friday)	Radio-Canada	James Dormeyer	unknown
Daktari (Monday)	United States (CBS) (Metro-Goldwyn Meyer)	Leonard B. Kaufman Ivan Tors, Art Arthurs	Al Selby, etc.
Daniel Boone (Tuesday)	United States (20th Century Fox TV Inc.)	Aaron Rosenberg Barney Rosensweig	several writers
Le monde merveilleux de Disney (Wednesday)	United States	Walt Disney Productions several directors	several writers VF - VDO
Voyage au fond des mers (Thursday)	United States (20th Century Fox TV Inc.)	conceived and produced by Irwin Allen	several writers
Tarzan (Friday)	United States (Sy Weintraub Prod.)	Jon Epstein, etc.	Don Brinkly VF - CyneSync
Alerte dans l'espace (Tuesday)	United States (CBS) (ITC - distribution)	conceived and produced by Irwin Allen	Gerry and Sylvia Anderson, etc.
Ma sorcière bien aimée (Tuesday, Wednesday or Thursday)	United States	Danny Arnold, Richard Michaels, etc.	several writers VF - Sonosync
Les Pierrafeu (Friday)	United States	Hanna-Barbera Productions	several writers

VF: French version

TABLE IIA - CBFT Continued

TITLE	ORIGIN	DIRECTOR	AUTHOR
Le roi Léo (Saturday)	Japan	unknown	unknown VF - Sonolab
Son ami Ben (Saturday)	United States (Ivan Tors Film Prod. Inc.)	Andy White George Sherman, etc.	several writers
Tour de Terre (Saturday)	Radio-Canada	Gilles Senécal	Réjane Charpentier
Robin-Fusée (Saturday)	Canada (Krantz Films Inc.)	Shamus Cuhane (Trillium Productions)	several writers
Lassie (Saturday)	United States	Robert Golden (Jack Wrather Productions)	several writers VF - CyneSync
Laurel et Hardy (Sunday)	prepared by Radio-Canada	Hal Roach	several writers
Le prince Saphir (Sunday)	Japan	unknown	unknown
Quelle Famille (Sunday)	Radio-Canada	Aimé Forget	Jean et Jeannette Lajeunesse

VF: French version

TABLE IIB - CBMT (6)

Origin, director and author of children's programs

TITLE	ORIGIN	DIRECTOR	AUTHOR
Mr. Dressup (Ernie Coombs) (Monday through Friday)	CBC (Toronto)	Gloria White	Joy Simons, Lily Barnes, etc.
Quebec Schools - Parlons français (Mon. to Fri.)	O.R.T.F.	Louis de Rochemont Associates	Anne Slack (animator)
Quebec Schools - Contes pour les jeunes (Mon., Wed., Fri.)	CBC (Montreal)	Leonard Weinstein	Isabel Marks, etc.
Canadian Schools - various films* (Tuesday & Thursday)	CBC	various	various
Quebec Schools - various films on history** (Friday)	CBC (Montreal)	National Film Board	various
Friendly Giant (Monday through Friday)	CBC (Toronto)	Barry Cranstoun, Rober Gibbons, Hedley Read	Bob Homme (creator)
Chez Hélène (Monday through Friday)	CBC (Montreal)	Larry Shapiro, Pierre Dupuis, Dave Bloomberg	F. Schreiber, M. Kronby, M. Attas, etc.
Sesame Street (Monday through Friday)	United States (Children's Workshop)	David D. Connell Jon Stone	Jeffrey Moss, etc.
Drop In (Mon.,Tues.,Thurs.,Fri.)	CBC (Toronto, Halifax, Vancouver, etc.)	Ray Hazzan	William Whitehead
Mr. Wizard (Monday)	CBC and Science Production Assoc.	Rounnesville Shawn Del Jack	Don Herbert (creator)
Alphabet Soup (Tuesday)	CBC (Toronto)	Bruce Raymond Denis Coles	Pat Patterson Dr. Ralph Garry -P.C.
Hi Diddle Day (Thursday)	CBC (Ottawa)	Brian Frappier	Noreen Young
Abbott & Costello (Friday)	United States (RKO Pics & Romar Corp.)	Hanna-Barbera Productions	several writers
Get Smart (Monday through Friday)	United States (TA/Norton Simon Inc.)	Arne Sultan Don Adams, etc.	Mel Brooks & Buck Henry, etc.

* Ex. "Music from Bach to Rock" with Boris Brott (conductor) - Rena Elmer, director

** Ex. "The Voyageurs", "Northwest Passage", "Wolfe & Montcalme" etc. = produced by the NFB.

P.C. - Pedagogical consultant

TABLE IIB - CBWT (continued)

TITRE	ORIGIN	DIRECTOR	AUTHOR
The John Ferguson Show (Wednesday)	CBC (Montreal)	Dale Barnes, Norman Eaves, J-J Sheitoyer	Stuart MacGougan
Tween Set (Friday) (repeat of the same show Sat.)	CBC (Montreal)	Denyse Adam	Arnie Greenberg
Rocky and Friends (Saturday)	United States (A Prod. Associates TV Prod.)	Jay Ward Bill Scott	several writers
Merry-Go-Max (B. Armstrong (Saturday) - animator)	CBC (Halifax)	Rob Vandekieft	Joan Orenstein Bruce Armstrong
Daniel Boone (Saturday)	United States (20th Century Fox Tel.)	Aaron Rosenberg	various writers
Arthur & the Square Knights (Saturday)	United States (API Tel. Prod.)	Walter J. Hanuck Zoran JanJic	various writers
Children's Cinema (Saturday)	CBC (Montreal)	various films from different countries	various writers
The Bugs Bunny Roadrunner Hour (Saturday)	United States (Warner Bros. Seven Arts)	Bill L. Hendricks	several writers
The Wonderful World of Disney (Sunday)	United States (Walt Disney Productions)	James Algar, etc.	Sam Thomas, etc.
The Rovers (Sunday)	Australia (Sidney) (An NTL Production)	William Harmon John Von Katz	several writers

TABLE IIC - CFCF-TV (12) JANUARY 1972

Origin, director and author of children's programs

TITLE	ORIGIN	DIRECTOR	AUTHOR
The Adventures of Rupert Bear (Monday through Friday)	England (ITC Tel. Productions)	Mary Turner	Ruth Boswell, Jill Fenson (Sunday Express)
The Mighty Hercules (Monday through Saturday)	United States (Trans-Lux Tel. Productions)	Roger Carlin Joseph Oriolo	several writers
Magic Tom (Monday through Friday)	CFCF-TV (Montreal)	Jean de Villiers Judy Mann (assistant)	Tom Auburn (animator)
The Flintstones (Monday through Saturday)	United States (Hanna-Barbera Prod.)	William Hanna, Joseph Barbera, etc.	Warren Foster, etc.
Lassie (Monday through Friday)	United States (Robert Golden Prod.)	R. Maxwell, L. Goodham, W. Witney, L. Selender	Leonard Freeman, etc.
Ultraman (Saturday)	Japan (A TBS Production)	unknown	unknown
Spider-Man (Saturday)	United States (Krantz Animation Inc.)	several	several (adapted from Marvel Comic Books)
Dastardly & Muttley (Saturday)	United States (Hanna-Barbera Prod.)	Alex Lovy, etc.	several writers
The Perils of Penelope Pitstop (Saturday)	United States (Hanna-Barbera Prod.)	A. Lovy, W. Hanna, J. Barber, etc.	several writers
The Pink Panther Show (Saturday)	United States (Mirsch Bros. Inc.)	David H. de Patie, Frieling, etc.	several writers
Underdog (Saturday)	United States	conceived & produced by Total Tel. Inc.	several writers
Cool McCool (Saturday)	United States (King Features)	conceived & produced by Al Brodax & B. Kane	Bob Kane, etc.
Scouting Today (Sunday)	CFCF-TV (Montreal)	John Welsh	John Paquet
Star Trek (Saturday)	United States (Desilu/Norway Prod.)	several	D. C. Fontana, etc.
The Brady Bunch (Tuesday)	United States	several	several
The Courtship of Eddie's Father (Tuesday)	United States (Metro-Goldwyn Meyer)	several	several
Me and the Chimp (Thursday)	United States	Alan Rafkin, etc. Garry Marshal(consultant	Perry Grant, Dick Bensfield, Bob Rodgers

TABLE IID - CFTM (10)

Origin, director and author of children's programs

TITLE	ORIGIN	DIRECTOR	AUTHOR
Les Petits Bonshommes (Monday through Friday)	United States	cartoons several directors	several writers
Les Superhéros (Mon., Wed., Fri., Sat.)	United States	Robt. L. Lawrence - exec prod. Gantry Animation	several writers
Escadrille sous-marine (Tuesday and Saturday)	United States	Gerry Anderson Productions - several	several writers
Super Car (Thursday)	United States	Gerry Anderson Productions - several	several
Roi de la jungle (Monday)	United States	Harold Green Donald McDougall, etc.	several
Rin-Tin-Tin (Tuesday)	United States H. B. Leonard Prod.	Earl Bellamy Douglas Heyes, etc.	John O'Dea etc.
Zorro (Wednesday)	United States	several directors	several writers
Marine Boy (Thursday)	Japan	unknown	unknown
Super Bolides (Friday)	Japan	unknown	unknown
Cirque du Capitaine Bonhomme (Monday through Friday)	Télémetropole (CFTM)	André Ouellette	Michel Noel
Fusée XL-5 (Saturday)	United States	several directors	several authors
L'Araignée (Saturday)	United States	Robt. L. Lawrence Gantry Animation	several
Les Sentinelles de l'air (Saturday)	United States	Gerry Anderson Productions	several
Mes amis les animaux (Saturday)	Télémetropole	Lionel Chager (animator)	
Patrouille du Cosmos (Monday through Friday)	United States	several directors	several writers
Mon Martien favori (Sunday)	United States	Jack Oberstock etc.	several
Flipper (Sunday)	United States	several	several

F - G

COMMERCIAL MESSAGES DIRECTED AT CHILDREN

BROADCAST CODE INFRACTIONS

F) Commercial messages directed at children

The peak period for commercials aimed at children is between 4 and 6 p.m. weekdays. This is particularly true for CBMT (2) which has a solid block of children's programs in this time slot (including the one-hour American adventure series for family viewing at 5:00 p.m.) - turn to page 60 for sample. CFTM-TV (10) carries children's commercials between 4 and 5 p.m.; for CFCF-TV (12) it's 4:30 to 5 p.m. and especially between 5:30 to 6 p.m. on CBMT (6).

Ther re relatively few children's commercials during the weekday morning programming on channels 2, 6 and 10; and some commercials on channel 12 (9 to 9:30 a.m. and noon to 12:30 p.m.). Channels 10 and 12 carry several commercials during their Saturday morning cartoon period; there are not many commercials on channels 2 and 6 in this time slot.

We prepared a set of tables to assist the reader in picturing the actual schedule of commercials directed at children, carried on the four stations. The times when there are the occasional commercial and/or spot announcement, as well as publicity for the children's programs on the individual stations (which we call promos) are indicated as well. The latter are shown frequently in the morning during the station breaks on CBFT and CBMT. The tables (IIIA - D) as described are on pages 46 to 49. Tables IIIA, IIIB and IIIC were prepared in January. There may be some adjustments called for in the schedules since then but we feel that they are relatively insignificant. Table IIID was executed in April and is up to date.

TABLE IIIA - CBFT (2)

JANUARY 1972

Schedule of programs carrying commercials directed at children

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9:14	*	*	*	*	*		
9:30						Le roi Léo	
10:44	*	*	*	*	*		
11:30	Yogi l'ours**		Linus**	Roquet**		Lassie	
3:59	*	*	*	*	*		
4:00	Bobino	Bobino	Bobino	Bobino	Bobino		
4:30		Grujot et Délicat	Nic Et Pic				
4:58 4:59	*	*	*	*	*		
5:00	Daktari	Daniel Boone	Le Monde Disney	Au fond des mers	Tarzan		

* spot announcements

** occasional commercial, not regularly

N.B.: There are frequent promos for children's programs in the morning station breaks.

JANUARY 1972

TABLE IIIB - CBMT (6)

Schedule of programs carrying commercials directed at children

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
10:30						Daniel Boone	
10:44	*	*	*	*	*		
10:58 10:59	*	*	*	*	*		
11:30						Arthur & Sq. Knights	
5:00						Bugs Bunny	
5:30	Get Smart	Get Smart	Get Smart	Get Smart	Get Smart		

* spot announcements

N.B.: There are frequent promos for children's programs in the morning station breaks.

TABLE IIIC - CFCF-TV (12)

JANUARY 1972

Schedule of programs carrying commercials directed at children

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:30	Hercules*	Hercules*	Hercules*	Hercules*	Hercules*	Ultraman	
9:00	Magic Tom	Magic Tom	Magic Tom	Magic Tom	Magic Tom	Spider-Man	
9:30						Flintstones	
10:00						Dastardly & Muttley	
10:30						Perils of P. Pitstop	
11:00						Pink Panther Show	
11:30						Underdog	
12:00	Flintstones	Flintstones	Flintstones	Flintstones	Flintstones	Cool McCool	
1:00							Scouting Today
4:30	Lassie	Lassie	Lassie	Lassie	Lassie		

* occasional commercial, not regularly

APRIL 1972

TABLE IIID - CFTM-TV (10)

Schedule of programs carrying commercials directed at children

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9:00						Fusée XI-5	
9:30						l'Araignée	
10:00						Sentinelles de l'air	Mon martien favori
11:00						Superhéros*	
11:30		Escadrille sous-marine			Superhéros	Escadrille sous-marine	
1:20						Mes amis les animaux	
3:30			Zorro	Marine Boy *	Super Bolides		
4:00	Capitaine Bonhomme	Capitaine Bonhomme	Capitaine Bonhomme	Capitaine Bonhomme	Capitaine Bonhomme		

* occasional commercial, not regularly

A chart showing all commercials, promos and public service messages carried during the children's programs we monitored from November 29th, 1971 to April 30, 1972, forms Appendix II of this report. Within this chart the channel, product and company or brand name are identified, and a space gives details or comments about the message when necessary. We will be referring to this chart in discussing Broadcast Code infractions (Section G).

As expected, there was a sharp reduction in the number of commercials aimed at children in the immediate post-Christmas period. Advertising for toys and games dropped; cereals and vitamins, among other products, became more in evidence. The number has gradually increased since the beginning of March. This is equally true for the three stations monitored, CBFT, CBMT and CFCF-TV. As we did not begin monitoring CFTM-TV until March 22nd, 1972, this station cannot be included in the following examples.

Compare any day's totals at the end of November and in the month of December -- 28, 42 and 43 commercials -- with those of -- 6, 7, 6 and 11 commercials -- during a day's viewing in the months of January and February. Please refer to the weekly schedule sheets for details about programs viewed on a given day (pages 19 to 38 inclusively). A breakdown showing the type of product advertised (toys and games, cereal, vitamins, candy, etc.) is provided in the column to the right of these lists which serve as samples.

COMMERCIALS

November 29th, 1971 - MONDAY

Play-Doh - Parker
Play-Doh - Parker
Etch-a-sketch - Peter Austin
GI Joe - Hasbro
Love dolls - Hasbro
Glycobal vitamins
Chrissy doll - Ideal
Poppin' Hoppies - Ideal
Sure-shot Hockey - Ideal
Buckaroo - Ideal
Kellogg's cornflakes
S.S.P. racing cars - Kenner
Easy Bake Oven - Kenner
Mini-motorific - Ideal
Flatsies - Ideal
Thumbalina - Ideal
Power-mites - Ideal
Chrissy doll - Ideal
Bang-Box - Ideal
Love dolls - Hasbro
Don't Break the Ice - Irwin
Tippee Teepee - Irwin
Slinky - Irwin
Love dolls - Hasbro
GI Joe - Hasbro
Eldon Power ride
Eldon miniature snowmobile
Pipsqueak people - Eldon

Toys and games	26
Vitamins	1
Cereal	1
TOTAL	28

December 4th, 1971 - SATURDAY

Barbie's Action Beauty Scene - Mattel
Sizzlers Juice Machine - Mattel
Dump Trucks - Tonka
Nabisco shredded wheat
Rattle Battle - Parker
Barbie dolls - Mattel
Hot Bird Sky Command set - Mattel
Barbie Action Beauty Scene - Mattel
Hot Bird Sky Command Set - Mattel
Funlight projector - Mattel
Talking Baby Tender Love doll - Mattel
Sizzlers - Hot Line Great Freight set - Mattel
Timey Tell doll - Mattel

December 4th, 1971 - SATURDAY (continued)

Billy Snowmobile - Eldon
Snowmobile racing set - Eldon
Power Play Hockey set - Marx
Hotwheels picture maker - Mattel
Living Baby Tender Love - Mattel
Dump trucks - Tonka
Alpha-Bits - Post
Honeycomb - Post
Love and friends - Hasbro
GI Joe - Hasbro
Rattle Battle - Parker
Aunt Jemima french toast (family)
Bake-a-matic - Peter Austin
Etch-a-sketch - Peter Austin
Pipsqueak people - Eldon
Bake-a-matic - Peter Austin
Etch-a-sketch - Peter Austin
Flintstone vitamins
Hot Wheels picture maker - Mattel
Living Baby Tender Love - Mattel
Scramblers - Tonka
Rumblers - Mattel
Shoppin' Sheryl - Mattel
Smoothie etc. Kraft peanut butter
Flintstone vitamins
Funlight projector - Mattel
Talking Barbie - Mattel
Softee Toffee - Kraft
Hot Birds - Mattel
Barbie - Mattel

Toys and games	35
Cereal	3
Food	2
Vitamins	2
Candy	1
TOTAL	43

December 15th, 1971 - WEDNESDAY

Motorific - Ideal
Shark pack - Ideal
Ants in the pants - Irwin
Don't Cook Your Goose - Irwin
Ker Plunk - Ideal
Quick Shoot - Ideal
Perquacky - Lakeside
Kismet - Irwin
Dawn and her friends - Ideal
Dawn fashions - Ideal
Kellogg's Suger Frosted Flakes (Tony the Tiger)
Glycobal - vitamins
Easy-show movie projector - Kenner
Spirotot - Kenner
Battling Tops - Ideal

December 15th, 1971 - WEDNESDAY (continued)

Hang-on-Harvey - Ideal
Don't Break the Ice - Irwin
Tipee Teepee - Irwin
Motorific computer car - Ideal
Shark pack - Ideal
Easy-Show movie projector - Kenner
Paint Wheels - Kenner
Battling Tops - Ideal
Hang-on-Harvey - Ideal
Dawn et ses amies - Ideal
Mr. Bubble
Sure Shot Hockey - Ideal
Buckaroo - Ideal
Spudsie - Daisy
Twirl-o-paint - Daisy
Kellogg's cornflakes (Yogi bear)
Chrissie et Velvet - Ideal
Bang-Box - Ideal
Ker Plunk - Ideal
Quick Shoot - Ideal
Sky command - Mattel
Talking Barbie - Mattel
Fat Track - Mattel
Living Baby Tender Love - Mattel
Rumbler Mean Mountain set - Mattel
Hot Line Great Freight set - Mattel
Timey Tell - Mattel

Toys and games	38
Cereal	2
Vitamins	1
Miscellaneous	1
TOTAL	42

- - - - - - -

January 8th, 1972 - SATURDAY

Flintstones vitamins
Cheerios - General Mills
Kellogg's Sugar Pops
Jungle Jumbles - Kellogg's cereals
Dawn et ses créations - Ideal
Velvet - Ideal

Cereal	3
Vitamins	1
Toys	2
TOTAL	6

January 24th, 1972 - MONDAY

Kellogg's Sugar Pops (Woody)
Kellogg's Rice Krispies
Kellogg's Froot Loops
Alph-Bits - Post
Post cereals - hockey player premium
Rice Krispies - Kellogg's
Kellogg's - stylo agent secret "

Cereal	7
TOTAL	7

February 1st, 1972 - TUESDAY

Smarties - Rowntree
Kellogg's Froot Loops
Kellogg's cornflakes - secret agent pens
Kellogg's Sugar Pops (Woody)
secret agent pens - Kellogg's
Cheerios - General Mills

Cereal	5
Candy	1
TOTAL	6

February 11th, 1972 - FRIDAY

3 casse-têtes - Radio-Canada
6 jeux amusant - Radio-Canada
Pals' Club vitamins
Kellogg's Sugar Pops (Woody)
Mechanical mouse - Box no.
Smarties - Rowntree
Ray-O-Vac batteries (hockey crests)
Dawn doll - Ideal
Dawn's fashions - Ideal
Kellogg's Sugar Frosted Flakes (Tony)
Kellogg's Corn Flakes (Yogi)

Toys and games	5
Cereals	3
Vitamins	1
Candy	1
Miscellaneous	1
TOTAL	11

It should be noted that some of the children's programs on all three channels carry both adult and children's commercials. A few examples follow:

The Flintstones (CFCF-TV 12) - February 23rd, 1972

Instantine headache tablets
Snack Bar - Rowntree
Kellogg's Cornflakes with Yogi Bear
promo children's cartoons on Saturday mornings (Hercules, Ultraman, Spider-Man)
Dawn and her friends - Ideal
Pals' vitamins
Kit Kat - Rowntree

Daktari (CBFT 2) - February 7th, 1972

Kellogg's Cornflakes (Yogi)
Kellogg's Sugar Pops (Woody Woodpecker)
Smarties - Rowntree

Daktari (CBFT 2) - February 7th, 1972 (continued)

Aero - Rowntree
Spearmint gum - Wrigley
Pepsi-Cola (premium Yvan Cournoyer's hockey booklet)
Ray-O-Vac batteries (premium - hockey crests)
Pour Brunettes seulement - hair colouring
Bar Six - Cadbury
Caramilk - Cadbury

Get Smart (CBMT 6) - January 11th, 1972

Kellogg's Sugar Pops (Woody Woodpecker)
Scope Mouthwash
Ivory dishwashing liquid
promo Video One
promo Super Bowl
Cheerios - General Mills

Daniel Boone (CBFT 2) - January 18th, 1972

Kentucky fried chicken
ABC detergeant
Halo shampoo
Alph-Bits - Post
premiums (hockey figures) with Post cereals
Wrigley's spearmint gum
Frozen strawberry shortcake - McCain
Toklat - film at local cinemas
VO5 Hair Spray
Protein 21 shampoo
promo Radio-Canada sports programs
promo Caméra-moto
promo Les Feuilles d'érable

The following is a list showing how commercials, promos and public service messages are mixed during the presentation of children's programs on CFCF-TV. Please note as well, the commercials shown during the presentation of Walt Disney on CBMT.

Lassie (CFCF-TV 12) - January 6th, 1972

Flintstone vitamins
promo for CFCF's booth at Auto '72
promo Untamed World
promo Me and the Chimp
Grand Prix Wrestling at the Forum
Anti-pollution message

Ultraman (CFCF-TV 12) - January 8th, 1972

Flintstone vitamins
The Doris Clark Consumer Report on CFCF radio
Canadian Dental Association message
Canadian Safety Council message
Canadian Bible Society
promo Untamed World
promo Beat the Clock
promo Room 222

Spider-Man (CFCF-TV 12) - January 8th, 1972

Cheerios (premium racing car) - General Mills
promo Kareen's Yoga
Anglican, Roman Catholic & United Church of Canada message
promo Doris Day
promo Green Acres
promo CFCF Pulse news
promo Anything You Can Do
Royal Canadian Sea Cadets - Navy League of Canada

Hercules (CFCF-TV) - February 4th, 1972

Wonder Mouse - mechanical toy
Flintstone vitamins
promo McGowan & Co.
promo Beat the Clock
promo Rollin' On The River
promo All About Faces
promo Academy Performance

Magic Tom (CFCF-TV) - February 4th, 1972

Eggo Waffles - Kellogg's
preium secret agent pens - Kellogg's cereals
promo Saturday morning cartoons
Canadian Safety Council message

Magic Tom (CFCF-TV 12) - February 4th, 1972 (continued)

promo Dick Van Dyke
promo TV 12 shopping bag
promo Lucille Ball Show

The Wonderful World of Disney (CBMT 6) - January 9th, 1972

Super Bravo floor wax - Johnson
Anacin headache tablets
Metropolitan Life
Gulf gas & oil
Dristan Nasal Mist
Klear floor wax - Johnson
Javex bleach
Fleacy concentrated fabric softener
Kellogg's Corn Flakes
Kellogg's Bran Flakes
Metropolitan Life Insurance
Colgate 100 throat gargle
Walt Disney movie coming to local cinemas soon
promo Partridge Family
Nestle's pudding
Nescafé instant coffee
promo Elizabeth R

The number of promos and public service messages broadcast during children's hours of television viewing have remained about the same in comparing the pre- and post-Christmas periods. Some examples follow:

PROMOS and PUBLIC SERVICE MESSAGES

December 16th, 1971 - THURSDAY

Animated Christmas Fables
Boys Clubs of Canada
Taping Like Young
Canadian Safety Council message
Replay Sports '71
Tiny Tim Fund
Beat the Clock
UNICEF cards
Ultraman, Dastardly & Muttley, Perils of Penelope Pitstop
Funny Face

December 16th, 1971 - THURSDAY (continued)

Beat the Clock
A Nice Mix
Fire prevention message
Getting Together
Suivez la Piste
Reach for the Top
La souris verte
Les Pierrafeu
Foster Parents' Plan of Canada
National Park Service - Canadian Wildlife
Grand Prix Wrestling
Alphabet Soup
Canadian Dental Association message
Mr. Dressup
Canadian Wildlife Association

TOTAL promos for children's programs	6
TOTAL promos for other programs	10
TOTAL Public Service messages	9
GRAND TOTAL	25

January 8th, 1972 - SATURDAY

Boys Clubs of Canada
Canada Manpower Centre
The River Queen - Rollin' on the River
Like Young
The Human Years
Canadian Dental Association
Canadian Safety Council
Untamed World
Beat the Clock
Room 222
Kareen's Yoga
Anglican, Roman Catholic & United Church of Canada message
Doris Day
Green Acres
Pulse news
Anything You Can Do
Friendly Giant
Mr. Dressup
Me and the Chimp
Room 222
Care packages - Care of Canada
The Human Journey

January 8th, 1972 - SATURDAY (continued)

Le Prince Saphir
Maigrichon et Gras Double
Daktari
Les Chiboukis

TOTAL promos for children's programs	6
TOTAL promos for other programs	14
TOTAL Public Service messages	6
GRAND TOTAL	26

January 21st, 1972 - FRIDAY

Télévision scolaire
émissions scolaires
Bobino
Le Téléchrome
Tarzan
Yogi et Popotame
Tour de Terre
Laurel et Hardy
Donald Lautrec Chaud
Caméra-moto

TOTAL promos for children's programs	8
TOTAL promos for other programs	2
TOTAL Public Service messages	0
GRAND TOTAL	10

Here is a sample of the number of commercials carried during a portion (4:28 to 5:00 p.m.) of the peak children's viewing period on CBFT:

Thursday, April 20th, 1972

Nabisco cereal
Mr. Bubble
Kellogg's Sugar Pops
Kellogg's Cornflakes
Mattel Sizzlers
Mattel Baby Chou-chou
G.I. Joe (Hasbro)
Love dolls (Hasbro)
General Mills cereal
Joe Louis (Vachon)

The average length of children's commercials is thirty seconds; there are a few having a duration of one minute. The repetitive factor does not appear to be especially significant, the average is two or three repetitions of the same commercials during a given monitoring period. During a four-hour monitoring stretch of CBFT on November 29th, the following products were advertised more than once:

Play-Doh (Parker) - 2
G. I. Joe (Hasbro) - 2
Love dolls (Hasbro) - 3
Chrissy (Ideal) - 2

In the next section we deal with Broadcast Code infractions, listing all those encountered during monitoring sessions (they are marked with an asterisk on the sheets in Appendix II) and provide details.

G) Broadcast Code infractions:

In order to assist those who are not completely familiar with the Broadcast Code for advertising to children, here is a summary of the major points:

1. Factual presentation

   Advertisements should respect and not abuse the power of the child's imagination. ...the results should be attainable by an average child... Written, sound, photographic and other visual presentations must not exaggerate service, product or premium characteristics... The foregoing does not require the elimination of fantasy in advertising. ...presentations shall not try to stimulate unreasonable expectations of product or premium performance.

2. Undue pressure upon parents to purchase

   To avoid undue pressure, advertising must not urge children to purchase...

   Products which, by their very nature, are not intended for use by children must not be advertised to children, either directly or through the advertising of promotions that are primarily child-oriented.

   No single commercial nor any segments thereof shall be presented more than once during any regularly scheduled program.

3. Promotion by program character and personal endorsements

Products advertised to children should be promoted on their own merits.

a) The personalities or characters on children's programs shall not be used to promote products, premiums or services, on their own programs;

b) Nationally known persons, other than professional actors or announcers, shall not be used in advertising to children under 12, to endorse products or premiums either directly or indirectly.

4. Price and purchase terms

Price should not be used as a source of undue pressure to purchase. The cost should not be minimized as by the use of such words as "only" or "just".

5. Comparison Claims

...Toy advertisements shall not make direct comparisons with the previous year's model...

6. Safety

7. Social Values

Advertising must not imply that possession of a product makes the owner superior, or that without it the child will be open to ridicule or contempt.

8. Substantiation required

Broadcast Code Infractions

It is possible that we neglected to note some of the pertinent examples of infractions while reviewing our records of the monitoring period involved, in any case the following is a list of those observed:

November 29th (first day of monitoring)

G. I. Joe (Hasbro) - pressure - refer to clause No. 2

December 2nd

Easy-Bake-Oven (Kenner) - superiority - No. 7
Rotodraw (Kenner) - repeat same commercial, same program - No. 2
S.S.P. (Kenner) - pressure - No. 2
Easy-Bake-Oven (Kenner) - factual presentation - No. 1

December 3rd

Lego Construction Sets - exaggeration - No. 1
Bake-a-matic (Peter Austin) - superiority - No. 7
Etchasketch (Peter Austin) - factual - No. 1; price - No. 4
Sizzlers Fat Track (Mattel) - price - No. 4

December 4th

Hot Birds (Mattel) - repetition of same commercial - No. 2
Etchasketch (Peter Austin) - exaggeration - No. 1

December 5th

Barbie (Mattel) - comparison claims - No. 5

December 6th

S.S.P. (Kenner) - exaggeration - No. 1
Dawn (Ideal) - exaggeration - No. 1

December 8th

Weetabix cereal - nationally known person - No. 3 b)

December 10th

Talking Barbie (Mattel) - repeat of same commercial - No. 2
Talking Barbie (Mattel) - " " " " - No. 2

Broadcast Code Infractions - continued

December 11th

Dawn & her friends (Ideal) - pressure - No. 2
Bang-Box (Ideal) - pressure - No. 2

December 14th

Weetabix cereal - nationally known person - No. 3 b)
Slinky (Irwin) - pressure - No. 2
S.S.P. (Kenner) - pressure - No. 2
S.S.P. (Kenner) - repeat of same commercial - No. 2

December 15th

Dawn (Ideal) - exaggeration - No. 1
Battling Tops (Ideal) - repeat of same commercial - No. 2
Hang-On Harvey (Ideal) - " " " " - No. 2

Total number of infractions during pre-Christmas period:

twenty-six (26) in five weeks

February 2nd

Eggo waffles (Kellogg's) - repeat of same commercial - No. 2 (N.B. family commercial)

February 4th

Wonder Mouse - pressure - No. 2 (N.B. toy not necessarily for children)

February 6th

Dr. Pepper (7-Up) - repeat of same commercial - No. 2

February 7th

Cornflakes (Kellogg's) - Yogi does commercial presented during Yogi Bear show - No. 3 a)

February 27th

Dr. Pepper (7-Up) - repeat of same commercial - No. 2

March 8th

Post cereals - nationally known person - No. 3 b)

Broadcast Code Infractions - continued

March 15th

Weetabix cereals - nationally known person - No. 3 b)

March 24th

Twinkle Bubble Bath - price - No. 4

March 25th

Twinkle Bubble Bath - price - No. 4
Post cereals - nationally known person - No. 3 b)
Flintstone vitamins - repeat of same commercial - No. 2

April 4th

Twinkle Bubble Bath - price - No. 4
Post cereals - nationally known person - No. 3 b)

April 5th

S.S.P. (Kenner) - exaggeration - No. 1; pressure? - No. 2

April 6th

Family movie "Un enfant comme les autres" - repeat of same commercial - No. 2
Kraft honey - pressure - No. 2

April 9th

R-C cola (7-Up) - repeat of same commercial - No. 2

April 10th

Twinkle Bubble Bath - price - No. 4

April 12th

Twinkle Bubble Bath - price - No. 4

April 29th (last day of monitoring)

Twinkle Bubble Bath - price - No. 4

Total number of infractions during post-Christmas period:

twenty (20) in four months

Although there is an indication of some degree of some degree of improvement due to the Code, we wish to draw attention to certain facts. These are not exactly contraventions to the Code as written, nevertheless we would hope that they are a betrayal of its intentions. Therefore we have noted a number of what shall be called "borderline" infractions. In the following list each one has only been mentionned once. However they are all marked with an asterisk on the sheets in Appendix II.

"Borderline" Infractions

November 29th

Cornflakes (Kellogg's) - cartoon character Yogi Bear - No. 3
Slinky (Irwin) - suggests pressure - No. 2
Snowmobile toy (Eldon) - suggests pressure - No. 2

November 30th

Dump truck (Tonka) - suggests pressure - No. 2
Sugar Pops (Kellogg's) - cartoon character Woody Woodpecker - No. 3
Shreddies (Nabisco) - Walt Disney characters - No. 3

December 2nd

Hockey game (Marx) - own merits - No. 3

December 3rd

Rattle Battle (Parker Bros) - exaggeration - No. 1

December 4th

Flintstone vitamins - cartoon characters "The Flintstones" - No. 3
Kraft candy - comment: odd flavours for children
Colgate toothpaste - pressure - No. 2

December 10th

S.S.P. (Kenner) - suggests exaggeration - No. 1

December 11th

Love dolls (Ideal) - suggests exaggeration - No. 1

"Borderline" Infractions - continued

December 16th

Etchasketch (Peter Austin) - suggests exaggeration - No. 1

December 18th

Etchasketch (Peter Austin) - price (cost is relative) - No. 4

December 19th

6 games (Radio-Canada Publicité) - suggests exaggeration - No. 1

February 7th

Pepsi-Cola - nationally known person - No. 3 b)

February 23rd

Pals' Club vitamins - indirect pressure - No. 2

March 1st

Svengali Trick Cards - possible exaggeration - No. 1

March 24th

Montréal-matin newspaper contest - comment: plays on sentiment

April 4th

Post cereals - comment: object to image

April 20th

Mr. Bubble - suggests exaggeration - No. 1

We will not attempt to total the number of "borderline" infractions since several of them have been repeated throughout the monitoring period.

The following are not infractions as they are not commercial messages but promotions for programs. They have been singled out for specific reasons which will be discussed in our conclusions re advertising directed at children.

December 9th

Promo - Anything You Can Do (adult game show)

February 5th

Promo - The Rovers - repeat of same promo during same program

April 22nd

Promo - Love American Style (adult comedy hour)

H

CONCLUSIONS RE ADVERTISING DIRECTED AT CHILDREN

H) Conclusions re advertising directed at children

Surely it is obvious that care should be taken by broadcasters in promoting other programs during children's programs. In the case of the promo for Anything You Can Do (adult game show) the announcer says "A brand new battle of the sexes" - the key word is battle - the implication lacks in good taste. Regarding the promo for Love American Style, this series is telecast at 10:00 p.m., it is adult entertainment; some of the scenes used in the promo are definitely suggestive. (Both of these examples were seen on CFCF-TV which frequently publicizes adult programs during children's programs).

Naturally broadcasters are expected to use their own judgement but I would like to recommend that the promos (other than those for children's programs) be screened regularly, in order to prevent the possible corruption of youngsters. Secondly, I think it would be preferable if no programs which could be considered strictly for adult viewing be promoted during children's programs. Thirdly, promos should not be repeated more than once during any program.

"Borderline" infractions indicate to us that certain amendments should be made in the existing Broadcasting Code. For example: two well-known cartoon characters, Yogi Bear and Woody Woodpecker are used regularly in Kellogg's cereal commercials, which are shown on all four channels during children's programs. CBFT presents Yogi et Popotame (Yogi

Bear is a Hanna-Barbera production) Monday mornings at 11:30 a.m. and on Saturday mornings at nine; Woody Woodpecker cartoons are seen occasionally on Bobino (CBFT) To be effective the pertinent clause in the Code should be amended to forbid the use of all personalities or characters of children's programs to promote products, premiums, or services in all commercials carried during children's programming. This rule would then apply to such things as Walt Disney characters being used in premiums and the Flintstone characters being used to promote Flintstone vitamins.

Although we included the commercials for Weetabix and Post cereals in the list of infractions because they use nationally-known persons in advertising to children under 12, we put the Pepsi-Cola commercial (using NHL Hockey players Yvan Cournoyer in the french language version, and Bobby Orr in the english language version, to promote their hockey booklet premium) in the borderline category because it might be suggested that Pepsi is advertising to adults and adolescents in particular, and therefore their commercials are not subject to the rules of the Code. However these commercials are frequently seen by under-twelves while they are watching their programs.

The Code does not really seem to have curbed the hardsell voices used in several of the toy commercials (Kenner, Mattel, Peter Austin, Ideal, etc.). Children are hearing over and over again messages like: .."you've never seen a doll like Thumbalina", .."you can make a million drawings", .."become a real cake-maker",

.."soft like a baby, you'll love her at first sight", .."tells you what time it is and what to do now", .."drag with anyone", .."a doll so beautiful we made a special TV commercial", .. "you'll have a lot of fun", .."get in the groove", .."let yourself go", .."have a ball", .."hey kids, join the Pals' Club", .."get Kraft honey kids and taste the difference", etc., etc. Along with this the cereal companies constantly offer "free" this and "free" that (secret agent pens, hockey shooters, flingarings, flying stars, flags of the world, etc.), in other words, all sorts of cheap toys, if you buy their product. There is continual emphasis on the pleasure ethic prevalent in society today, and conformity with consumer standards that are out of reach for many Canadian families. Is the Code seriously protecting children from "undue pressure"?

We wish to comment also on the fact that all but one of the the dolls are advertised by the major toy companies with names such as: Dawn, Chrissy, Love, Flatsies, Shoppin' Sheryl, Timey Tell, Thumbalina, Barbie, Ken, G.I. Joe, etc. on the french language stations. Other games and toys are called: Bang-Box, Hang-On-Harvey, Ants in the Pants, Don't Cook Your Goose, Poppin' Hoppies, Perquacky, Tippee Teepee, Spudsies, etc. and advertised with these names on French television. These names have absolutely no significance to a french-speaking youngster, they are completely meaningless, as well as being insidious in their invasion of the French-Canadian culture. The latter applies also to English-Canadians since most of the names originate in the United States. In our opinion, although the Code affords some protection, it really hasn't achieved any significant results.

There are three main categories of children's commercials: toys, vitamins and food (especially cereals in this group). We are in complete agreement with Mrs. Sarson, president of ACT (Action for Children's Television), a Boston-based group of parents and professionals who are campaigning for no commercials in children's programs. Toy commercials should be directed to adults, they are the ones "likely to have the money to purchase toys, to read batteries not included on the screen, to judge what age-child would enjoy the toy, and to figure out which toy will break the day after purchase." Vitamin pills (described by some doctors as "potential poisons") should not be advertised to children, obviously it is the parent who should decide whether or not to administer them to the child. Also since the nutritive value of most of the children's cereals on the market shelves today is highly questionable, the companies promote their products through premiums and giveaways and children's cartoon characters which are difficult for a child to resist, even though they may not care to eat the cereal.

Even in the preamble called "Background" of the Broadcast Code it is admitted: "Children have not had an opportunity to develop a sesne of discrimination, and do not always separate the real world from the world of imagination. Most have little or no income and none can be expected to have a rational scale of economic values." The examples of abuses cited heretofore, prove in our opinion that the Broadcast Code does not offer children great enough protection against commercial pressure.

In his official response to concerned parties, Mr. Juneau, president of the C.R.T.C. has asked the question: "Would a total ban on childrens' advertising in Canada be effective in the light of the necessary sponsorship to produce children's programs and in the light of the uninhibited reception of American signals through the air into Cnada ...?"

First of all, we would like to state that in summarizing our findings regarding children's programming, it was discovered that the two private stations monitored each produce exactly one program which is essentially for children. (The majority of their programming consists of old adventure series and cartoons, ratings are mentionned in the descriptions of the individual programs, Appendix I) Although these stations may well be complying with the C.R.T.C.'s regulalion regarding Canadian content in general, this ruling should definitely be taken into consideration in the matter of children's programming. There is only one instance of a program being "sponsored" (CFCF's Scouting Today, essentially a community service program), excluding The Wonderful World of Disney on CBMT (Walt Disney Présente on CBFT) which has the best of two worlds. Walt Disney promotes their own films and television productions along with the fact that the Walt Disney program is purchased by the stations involved, who in turn carry the allowable number of commercials during the program, plus the publicity for Walt Disney Studios.

Secondly, "the uninhibited reception of American signals through the air into Canada" would seem to be beside the point. Certainly the government may not and should not dictate to the public which stations to watch. The responsibility lies with the parents as to which programs they permit their children to view. However, if there is a choice, there would seem to be very few parents who would not prefer television without commercials, especially for their very young children. The main issue to be decided here is: are television commercials aimed at children, harmful to them? (We will give our conclusions regarding this question a little further on in these pages). If they are harmful, the State must assume the responsibility to bannish children's commercials, just as the advertisement of cigarettes was banned from television by the government on the basis of medical findings. Since the airwaves are public, there is decidedly no means of disallowing the viewing of American stations by anyone who chooses to do so. But as long as there is a Canadian television industry we can try to prevent the continued manipulation of our children's minds insomuch as it is in our power to do so, viz. Canadian television stations. We can do something about the mind-pollution of the very young in Canada, irrespective of American policies on this subject. Surely the Canadian Broadcasting Corporation should be the first to recognize this need.

Jeanette Neff, director of marketing for the Children's Television Workshop, while testifying at the Federal Trade Commission hearings last November, when FTC's study of modern advertising practices focused on children, outlined the stringent promotion guidelines which apply to the marketing of books, toys, records and other products authorized by the workshop. She explained that these products will never be advertised in a children's program, especially a program designed for a very young child, because "Here is the age of innocence, before the child has developed what we call 'adult discount' of what he sees and hears on TV. The child becomes cynical and disbelieving soon enough and we would never participate in any process that would contribute to that disillusionment."

Can we afford to wait until it is proven beyond the shadow of a doubt that advertising aimed at children is harmful and can cause undesirable social consequences?

In describing the conditioning of children through television publicity, Gilbert Tarrab, University of Montreal professor, states the following: The mental structure of a 4 - 5 year-old child already includes an extremely developed memory. It has been demonstrated that a spot announcement on television is more striking than the children's press, radio or film, and profoundly marks the child. How many among you who have young children (between the ages of 1 and 2) have noticed that as soon as a commercial interrupts the more or less monotone rhythm of a program, the child automatically turns his head toward the set and seems to be "magnetized" by the medium-message? The child lives the television medium, much more than he sees or hears it, properly speaking. What becomes terrifying, consequently, is that the subtle conditioning built-up in the child from the cradle, carries at the same time, psychological and socio-political implications.

Thus, from birth he is taken in hand, or to be more precise, manipulated by televised mass-media: he becomes an object, a consumer.

Well-conceived, on the formal level, sound and image penetrate the psychic cells of virgin minds with the rapidity unequalled by the older medias: children's press, radio, comics. In other words there is no such thing as an innocent commercial, especially when it is directed to a population of children.

This is of grave concern, it poses a new type of problem. Should not the government resolve to regulate more strictly than they have in the past this key-sector of public life and its implications? (The above is an approximate translation of a portion of an article written by Professor Tarrab, which appeared in Le Devoir, April 14th, 1971.)

In conclusion, children under ten years of age should not be considered as consumers, they do not have any buying power (directly at least), and they do not have any consumer judgement. Normally, all children are necessarily trying to conform to the social norms of their peer group. When we as adult consumers purchase many of the products which are advertised on TV because we are convinced by the advertiser that their's is the best on the market, how can children be expected to resist these highly skilled sales techniques? Consequently, all advertising of children's products should be directed towards the parents and those persons who do have the buying power, and not during, immediately before or after what are commonly considered children's programs for this age group. However, we have no objection if programs conceived and intended for family viewing are sponsored, as long as all commercial messages for all products, including those for children, are directed to the adult viewer.

I

CHILDREN'S PROGRAMMING

I) Children's programming

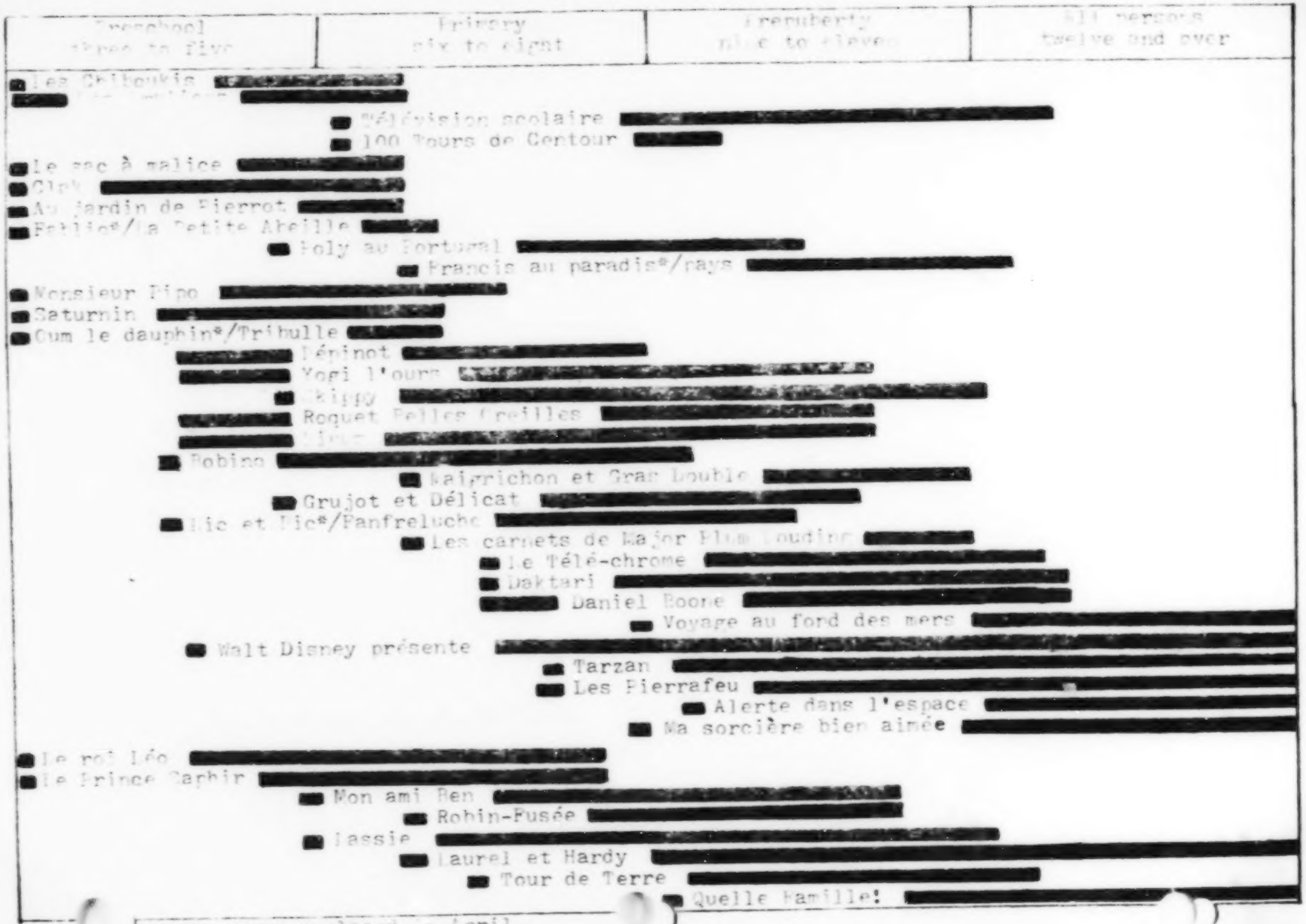
Additional information

In order to provide the reader with a reasonable concept of all programs specifically for children's viewing carried on stations CBFT, channel 2 (Radio-Canada affiliate), CBMT, channel 6 (CBC affiliate), CFCF-TV, channel 12 (CTV affiliate), and CFTM-TV, channel 10 (TVA affiliate), we give a complete description in Appendix I. Included are those programs which garner a large percentage of their audience from among the under-twelve age-group.

To evaluate the programming on these stations, it is necessary to classify the different types of programs presented for children's viewing. The categories include educational programs, fantasy and adventure series, science-fiction, cartoons and marionettes, etc. We must also designate the age-group for which these programs are conceived and produced. To assist the reader in seeing at a glance the potential age-group of children's programs viewers for the various programs scheduled on all four channels, we prepared a set of figures which are identified as Tables IVA, B, C, and D (pages 79 to 82). There are four age-groups herein considered: preschool (three to five); primary (six to eight); prepuberty (nine to eleven); and the group including all persons (under twelve and over). A latitudinal bar indicates the approximate age-group of viewers for each program included in this report, telecast by the four stations.

TABLE IV-F - [illegible]

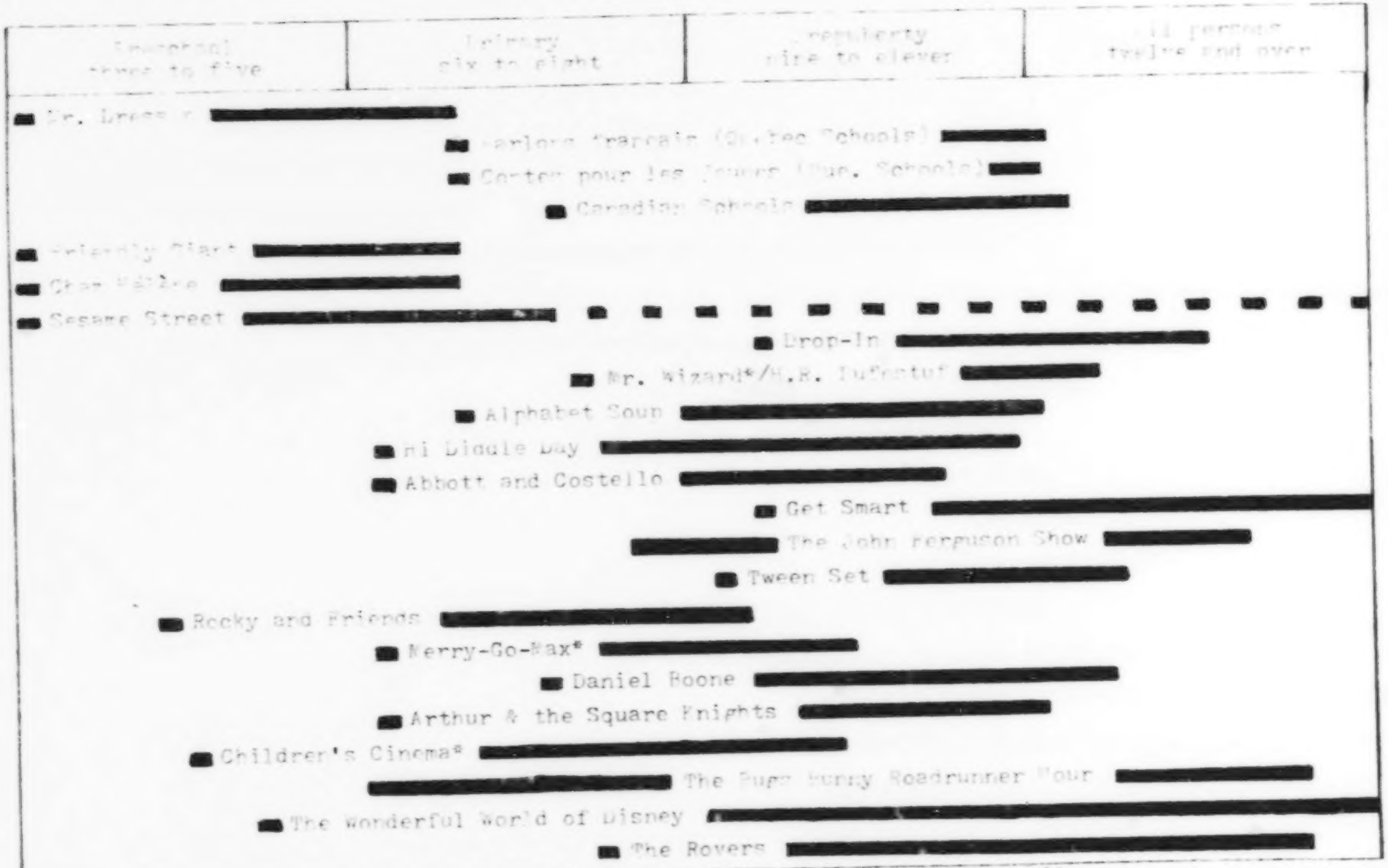
Potential age-group of children's program viewers



* These programs were replaced in April.

TABLE IV-4 [illegible] [illegible] 1972

Potential age-group of children's program viewers

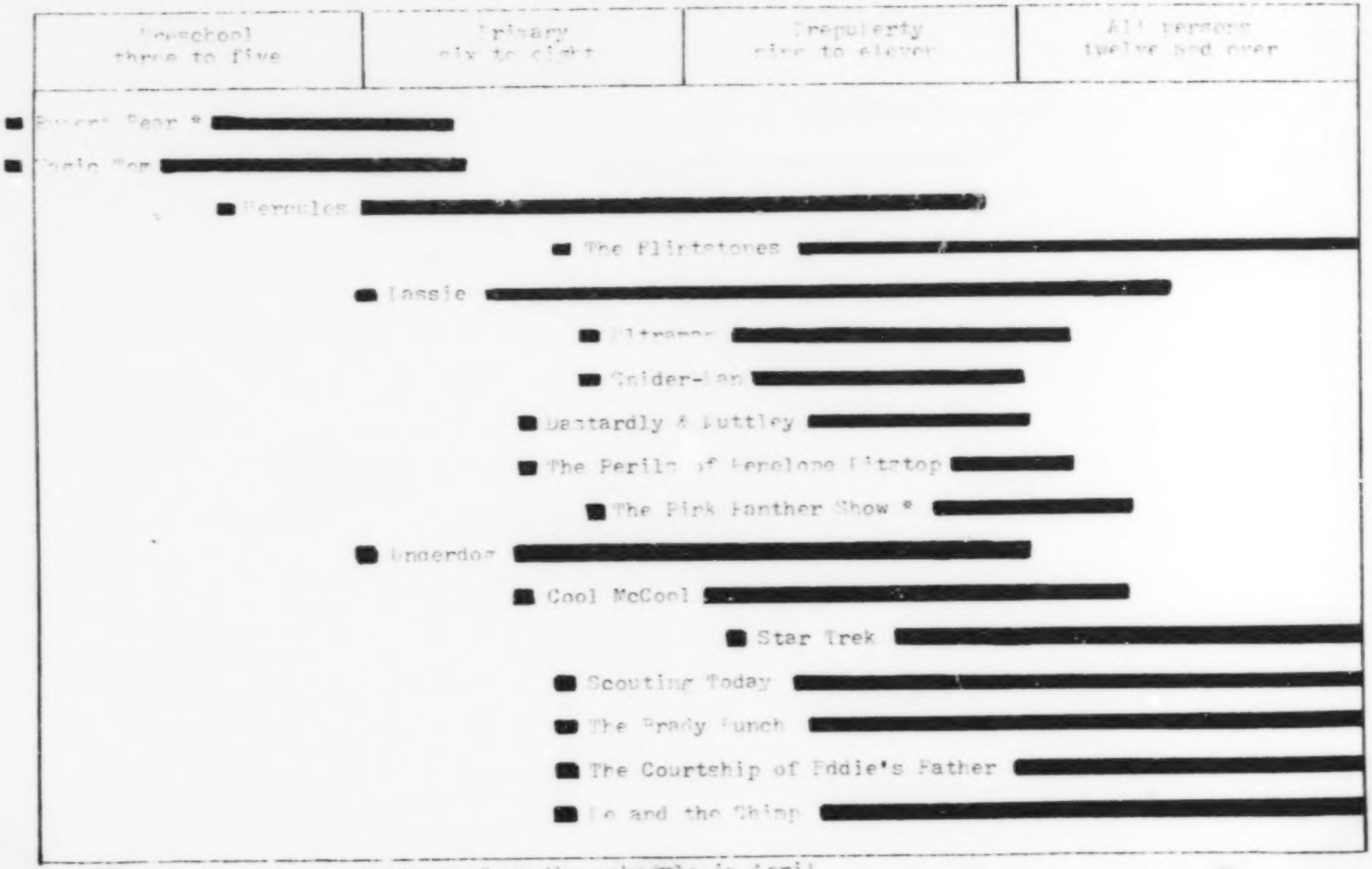


* These programs were either replaced or withdrawn from the schedule in April.

TABLE V-C - CHART 102

APRIL 1972

Potential age-group of children's programs viewers

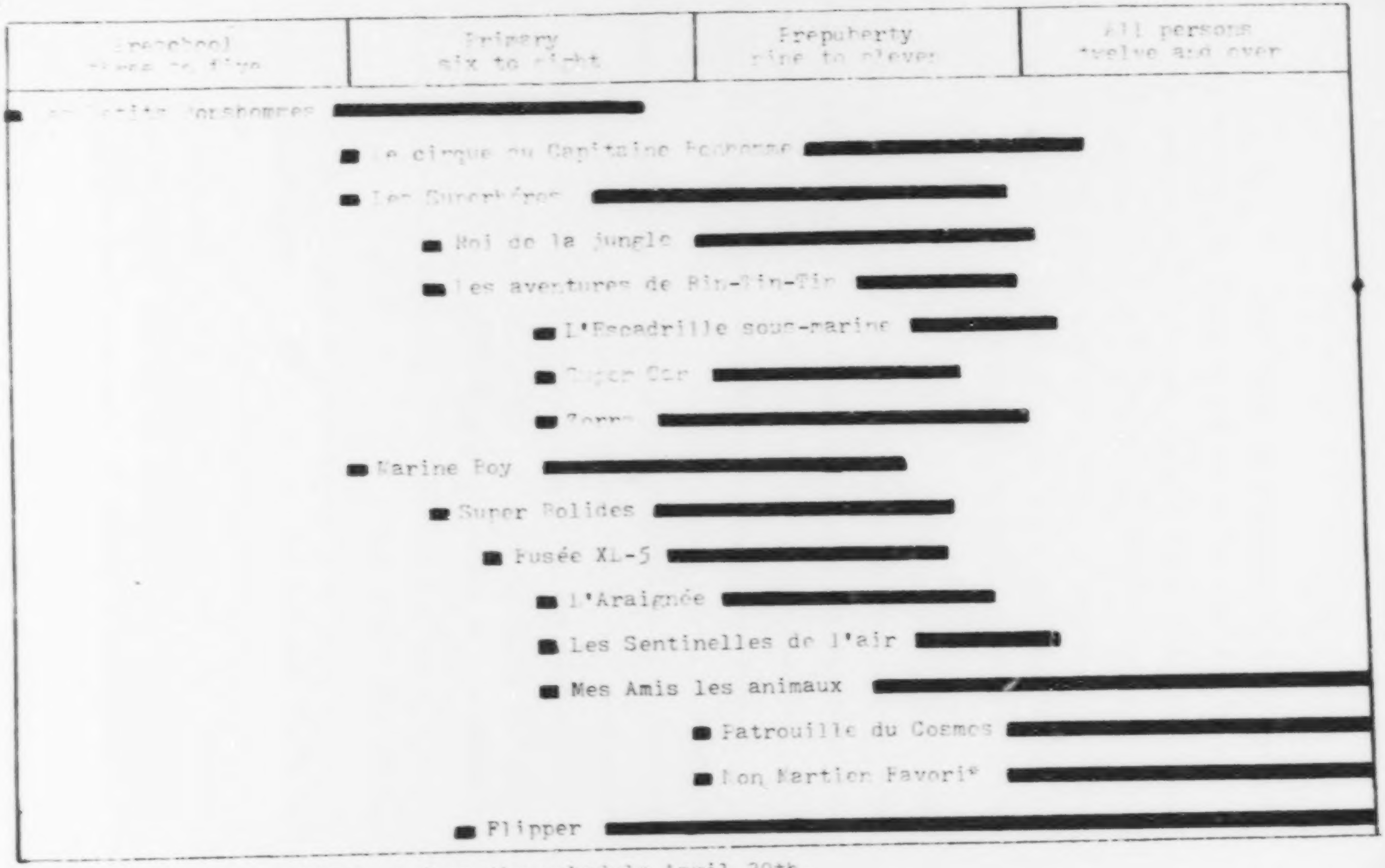


* These programs were withdrawn from the schedule in April

TABLE IV-[illegible] - CFTM (10)

APRIL 1972

Potential age-group of children's program viewers



* This program was withdrawn from the schedule April 30th.

The Canadian content of children's programs on CBMT and CBFT is seventeen (17) hours or 56.6.% on the former and fourteen (14) hours or 56% on the latter, telecast weekly. The situation for CFCF-TV and CFTM-TV is that they have only one or two Canadian-produced programs in their entire children's viewing period (three to five hours), making a little more than 18% and 29% respectively.

CBFT telecasts thirty-one (31) of the programs described in Appendix I in colour, twelve (12) in black and white, making a total of forty-three (43). There are twenty (2) programs in colour on CBFT and four (4) in black and white for a total of twenty-four (24) shows weekly. Sixteen (16) of CFCF-TV's seventeen (17) programs are in colour. All but one of CFTM-TV's seventeen programs are in colour.

In addition, whenever ratings are mentionned in discussion of the programs monitored, we drew our general conclusions after consulting the BBM Television Audience Summary for the Montreal area for the two-week period beginning March 6th and ending March 19th, 1972.

Thoughts on programming for children

In writing our notes on the programs, we kept in mind a number of questions. Some of them are listed here, not in any specific order, all of them relating to the effects of children's programs on youngsters between the ages of three and twelve:

What is suggested or taught to allow children to feel that they can achieve something on their own?

Is any stress placed on right and wrong behaviour?

What perception do they get of the adult world? .. of their peer group? (Images presented of parents are particularly important)

Can they identify with the characters that are proposed to them? ... and with what sort of characters do they appear to identify?

Is freedom of expression proposed to youth?

How much emphasis is placed on wealth, position in society, success, physical beauty?

Are children being indoctrinated with a conformist philosophy of life?

How much violence is impregnated in the action, physical, moral or otherwise?

Is only the imagination nourished and developed? ... what about their reasoning process?

How do the programs influence their first experience of going to school?

Are they lead into the use of vulgar language?

Are they made aware of the other official language of Canada?

Do they learn to be cooperative in their family relationships?

Are children given the means to express their own opinions and ideas?

According to the program content in general, who wins in this world? - the strong one? the selfish person? the intellectual? Who is punished and for what? Who is praised or glorified and why?

Finally, does television help to prepare children emerging into the adolescent phase for their role as an individual in society?

We will try to give some answers to these questions in the next section of this report (Conclusions re children's programming). There was an attempt on our part to inquire into the viewing preferences, likes and dislikes among the children of various ages of our acquaintance. However children are notoriously reticent in voicing their opinions on this subject. They give the impression that they are not particularly concerned about what programs they watch on television. The younger members of a family are naturally influenced and are often not even consulted about their choice by older brothers and sisters and parents, so their taste doesn't have a chance to develop in this area until they have nearly reached their teems.

Several times we have heard the criticism regarding programs such as Walt Disney, Lassie, Rin-Tin-Tin, Mon ami Ben, etc. that children are being brain-washed with misconceptions about reality. For instance, if their pet gets lost or disappears, it will come back home again eventually; or if their pet dies, Daddy will buy them an even nicer one. It is claimed by some that when the reversal of this expectation occurs, as it often does in real life, for various reasons, the experience can be quite damaging to the child. Parents and concerned individuals have the responsibility here to demand that scripts maintain an acceptable standard of realism.

Opinions from the experts

During the Federal Trade Commission hearings, Dr. Vivian Horner, director of research for Children's Television Workshop (producers of Sesame Street, among other children's programs) stated: "We need to use the medium more responsibly, and find out whether we are teaching what we want to teach". She described TV as a "socializing instrument", saying that we need to know more about the ideas children take away from it concerning how nations and people relate to each other. "What values is the child forming about fairness, honesty, justice... sex sales ... family relationships?" (Advertising Age, November 15, 1971)

Other points made by experts in their testimony before the FTC were: that TV is "taking on a proportional significance in children's lives because of the decline of traditional forms of child ecology - such as the extended family, neighbourhoods, school, church." (Dr. John Candry of Cornell University)

Dr. Albert Bandura attributes "the roles of teacher, social model and disinhibiting force to the electronic medium..."

Dr. Seymour Banks "pointed out that the Neilsen Television Index shows that the total set usage among homes with a child under 6 amounts to 53 hours per week..." and "...the data for persons show that the average child 2 to 5 years watches 22.6

hours weekly and those from 6 to 11 watch 21.7 hours, both on an annual average basis." (The three preceding quotes are from Broadcasting, November 15th, 1971.)

There are many who claim that these figures represent the minimum weekly viewing time for children in these age groups and that it frequently goes much higher, depending on various factors, such as the family social norm.

"During a child's first ten years, the family is the chief influence on the shaping of the child's taste. His parents choose what they read to him. He has their example, and that of any older brothers and sisters. The reading material he finds most conveniently available is what the family brings into the home. And he speedily internalizes the family social norm. ...the work ethic norm of the middle class makes for less television and for a larger proportion of realistic, nonentertaining, self-betterment programs; whereas the pleasure ethic of the working class makes for more television and for a larger proportion of fantasy and entertainment." (Quoted from How a child uses television, page 47 of "Television in the lives of our children" by Wilbur Schramm, Jack Lyle, Edwin B. Parker, University of Toronto Press, 1961.)

The ratings indicate that fantasy and pure entertainment seem to be preferred over programs with some educational or informative value. However, when there is the happy combination of all of these elements, a case in point is Sesame Street, the viewer following (for this age-group specifically) remains consistently high. If the mindless and damaging programs could be eliminated, or nearly so, perhaps the proportions would change.

Violence in television has always been a matter of great concern to parents and educators. Violence is very present in American society and American TV. So it is not surprising that it found its way into children's programs. But if adults can live with it, or if we give up trying to influence them otherwise, is it sound to develop the coming generation along the same lines? Although it is a complex question, it might be worthwhile to examine some experts' opinion on the matter.

On January 17th, the United States Surgeon General, Jesse L. Steinfeld, released the report of his advisory committee on television and children's aggression, Television and Growing Up: The Impact of Televised Violence. In an article entitled TV violence and child aggression, which appeared in the April 1972 issue of Psychology Today, authors Robert M. Liebert and John M. Neale wrote:

"A committee of social scientists concluded that there is no causal relationship between television programs that depict violence, and aggressive behaviour by the majority of children." (according to the New York Times' report)

"As contributors to the technical reports on which this conclusion is purportedly based, we believe that the actual data and viewpoints with which we dealt have been distorted. A clear and important link has been shown."

"The Surgeon General's committee asked: "How much contribution to the violence of our society is made by extensive violent television viewing by our youth?"

"The answer, as we see it, is that such viewing contributes significantly. It is not, of course, the only contributing factor to aggression. The question really is: How much influence does any one factor have to show in order to be of social concern and practical importance?

"It is disquieting to find the Surgeon General unwilling to call for care in the matter of violence and aggression. There is risk in drawing tentative conclusions, but perhaps there is greater risk in refusing to do so while children spend more time watching TV than in any other activity except sleeping."

Finally, we wish to include some excerpts from the 1971 White House Conference on Children and Youth - Final Report: "Mass media have an overwhelming influence on the lives of our children and, consequently, the future of our society. Television, particularly, plays a dominant role; through grade school, children spend more time in front of their television sets than in front of their schoolteachers. After the age of seven, print and broadcast media get about equal time.

Current products of mass media reflect insufficient empathy for the inner needs of children and for the needs of their parents.

Today's television programs for children typically have a high fantasy quotient. Such programming not only wastes children's time, but amounts to throwing away a priceless opportunity.

By dealing with everyday life experiences in addition to portraying fantasy, programs for children can encourage active participation, interaction, and continuing dialogue within our society. Such programs might focus on children's feelings about themselves, their families, and events, offering opportunities for normal children to discuss freely the rich range of emotions stirred by critical life changes. Open discussion of this kind can make a major contribution to children's ability to master such changes.

...programming ..tends to perpetuate a certain narrow and distorted version of human behaviour. This version is based on a theoretical group of idealized human beings who appear to be able to cope easily with the hazards of human existence and even to transcend common difficulties. When this group of idealized human beings is accepted as a standard, the myth of ideal behaviour is then perceived as normality. The corollary myth is that each member of society has an ideal to attain; failure to reach it implies abnormality and causes various degrees of uncertainty, fear, frustration, and feelings of inadequacy."

We share the authors' views on what television could, and should, offer to our children in the way of programming.

J

CONCLUSIONS RE CHILDREN'S PROGRAMMING

J) Conclusions re Children's programming

You have read the statements made by several experts regarding the great amount of time children spend watching television. Assuredly, the area of children's programs is extremely important to all of us and many persons, parents and educators in particular, claim that the situation is becoming more and more urgent. We do not claim to be unbiased in our conclusions, we have definitely tried to be discriminating in our program preferences.

The actual state of children's programming on Canadian stations ranges from excellent to harmful and debilitating. In order to justify our reasons for formulating certain recommendations, the following is a summary of the facts and our impressions concerning each of the four stations monitored.

Conclusions re CBFT's children's programs:

Regarding quantity, CBFT's children's programming is at a reasonable level. We have discussed 43 programs (plus) in the weekly schedule (refer to descriptions in Appendix I): 15 are American in origin, 8 are imports from France, Japan and Australia, leaving a total of 20 Canadian programs with the majority of these being produced by Radio-Canada.

The educational programs programs produced by Radio-Canada and Radio-Québec, and those emphasizing information, are good for the most part, some are excellent (included in this group are Les Chiboukis, Tribulle and Tour de Terre). The other morning programs produced by Radio-Canada for preschoolers are not effective as yet, namely *Le sac à malice*, *Clak* and *Au jardin de Pierrot*.

In the afternoon time slot: *Bobino* maintains a high standard of positive values combined with entertainment; *Nic et Pic* is good fantasy; however *Maigrichon*, *Grujot et Délicat*, and *Major Plum Pouding* are poor entertainment in my estimation; *Le Télé-chrome* is still in the experimental stage and needs a great deal of restructuring. Among the one-hour adventure series, *Daktari* is the best one, the others are average.

We would judge the cartoon shows shown on CBFT as harmless, with the exception of *Robin-Fusée* because of its violence, other than the fact that they all resemble each other story-wise.

This is a minor point, but the fillers used by CBFT are abominable; perhaps they could follow the example of CBMT and CFCF-TV who use scenes of Montreal and the province to fill the gap in timing.

Some steps have been taken in the right direction to present programs with substance for children's viewing. However, considering the importance of the age-group under discussion, there is certainly room for improvement in CBFT's children's program schedule (especially in programming for the pre-puberty group).

Conclusions re CBMT's children's programs:

A generally high standard of children's programs is maintained by CBMT, with a few exceptions. Fourteen of the 24 programs (plus) described in Appendix I, are of Canadian (i.e. CBC) origin; 8 originate in United States, one each from France and Australia. Among the four stations monitored, CBMT devotes the most number of hours to programming for children.

Some of the school telecasts are reasonably good but we would prefer to see a more efficient and interesting method of teaching the French language to youngsters. The programming for preschoolers is excellent, particularly Mr. Dressup, The Friendly Giant, and Sesame Street.

The afternoon schedule contains the exception science and information programs, Mr. Wizard and Alphabet Soup; the youth magazine Drop-In needs modifications in order to draw a larger audience, and should be in another time slot perhaps; Tween Set is a good example of an effective audience participation program.

We would very much like to see the cartoon show Abbott and Costello disappear from the schedule; and would cite the Bugs Bunny Roadrunner Hour as possibly harmful, depending on the viewer's age; the other cartoon series shown on CBMT are similar to those carried by CBFT.

Aside from the cartoons just mentionned, CBMT is making an effort to fulfil its obligation to provide children's programs which are meaningful as well as entertaining.

Conclusions re CFCF-TV's children's programs:

In our opinion, there are no programs in the children's category on CFCF-TV which are significant for their social or cultural values. Looking over the schedule, one may see that there are thirteen American imports televised on this channel. This leaves one Japanese and three Canadian programs to make a total of seventeen. We would like to add an explanatory note at this point: the 3 Canadian programs consist of a half-hour morning show for preschoolers (five days a week), a once-a-week community service program about scouting, and a cartoon series which CFCF-TV informed us is produced in Ontario, shown six times a week. Secondly, three early evening situation comedies (American) are included in the total. Finally, the majority, nine out of seventeen, are cartoon series. Saturday morning viewing consists of three and-a-half hours of tasteless, mind-destructive cartoon fare.

What can we say except that there is practically nothing here to stimulate children or truly involve them socially. Therefore we can only conclude that meeting budgetary exigencies and profit-making are of greater concern to the management than facing their responsibilities and encouraging some other development in children besides consumer awareness.

Conclusions re CFTM-TV's children's programs:

Their children's programming is on a par with CFCF-TV. Out of seventeen programs, 13 originate in the United States, two are from Japan, and two are Canadian (Télémetropole productions). There are five cartoon or animated series, four marionette adventure series (three of these have the same producer), five adventure series, and one viewer-participation program. Please note as well that exactly seven of these shows have a science-fiction theme. Isn't this a few too many in one area of entertainment?

One of the Télémetropole productions is a once-weekly ten minute program on animals, the other is a one-hour live-audience, circus-like program shown daily Monday through Friday.

All of their programs are strictly for entertainment, fantasy and/or amusement, with the slight exception of discussions on the care and feeding of pets. Our conclusion is that CFTM-TV's programming for children is wholely inadequate.

General conclusions

We would now like to pass on our reflections regarding the questions brought up in section J, pages 83 to 85 of this report, on the content of children's programs. After five months spent in monitoring, we can say that some CBC/Radio-Canada productions offer children the opportunity to feel a sense of achievement, particularly some of the programs designed for preschoolers.

Some of the children's programs on all four stations do try to emphasize certain social values such as truth, justice, respect for authority, and so on. The exceptions are: The Flintstones, The Bugs Bunny Roadrunner Hour, Dastardly and Muttley, The Perils of Penelope Pitstop, Le cirque du Capitaine Bonhomme, Robin-Fusée, etc., among others.

In many cases adults and peers are portrayed much too idealistically and/or unrealistically. Examples of these factors are: Walt Disney,Lassie, Daniel Boone, etc., plus all of the situation comedies which number a large proportion of their audience among youngsters.

Often too much emphasis is placed on wealth, position in society, the Madison avenue concept of success and physical beauty. This impression applies especially to American programs, which frequently encourage children to conform with these social norms as well.

Generally, Canadian-produced programs do not contain a great deal of violence; examples to the contrery are noted in the program descriptions (Appendix I). Several of the cartoon shows make use of vulgar language or actions (ex.: Abbott and Costello); the live audience program Le Cirque du Capitaine Bonhomme, is an offender on both counts.

The programs on the English stations, aside from school broadcasts, which acknowledge the use of the French language by a large segment of our population, are: Chez Hélène, Tween Set, and Magic Tom. The reverse side of this factor is of less importance since French-Canadians are surrounded by English-speaking people, are constantly exposed to the English language, and must make sustained efforts to retain their mother tongue.

There are only a few programs which encourage the active participation of youngsters in the television experience: Tween Set, Hi Diddle Day, Le Télé-chrome; and to a lesser degree, Bobino, Magic Tom and Capitaine Bonhomme. Further comments relating to these questions are made where applicable in the program descriptions (Appendix I).

Rationale for recommendations:

Private broadcasters would appear to be in full agreement with the general principals of programming for children, according to their "Broadcasting Code of Ethics", Clause 2, Children's Programmes:

"Recognizing that programmes designed specifically for children reach impressionable minds and influence social attitudes and aptitudes, it shall be the responsibility of member stations to provide the closest possible supervision in the selection and control of material, characterizations and plot. Nothing in the foregoing shall mean that the vigour and vitality common to children's imaginations and love of adventure should be removed. It does mean that programmes should be based upon sound social concepts and presented with a superior degree of craftsmanship: that these programmes should reflect respect for parents, adult authority, law and order and honourable behaviour. The member station should encourage parents to select from the richness of broadcasting fare the best programmes to be brought to the attention of their children." (Canadian Association of Broadcasters)

We would suggest that the CAB table a reexamination of Clause 2 of their Code of Ethics at their next assembly, and pay stricter attention in the future to its mandate regarding programming for children.

Private stations primarily, but CBC/Radio-Canada as well, must be compelled to produce more Canadian programs for children with a reasonable degree of quality and purpose.

Looking across the border to the United States where broadcasters have not shown any great concern about their social responsibility towards children (as yet a minor market in comparison with the adult and teenage market), we sense that there is a gradual awakening to the importance of this issue. As a result of public campaigning in the United States, all three commercial networks are presently making a greater effort to expand and improve the quality of children's programming.

We recommend that the C.R.T.C. in its role as a regulatory board, call for a similar degree of expansion (related to the Canadian content ruling) and improvement in the quality of children's programs, especially on the part of the Canadian commercial networks and private broadcasters. As far as we know, the CTV network does not produce a single children's program. This network is in the process of expanding its chain of stations and has the duty to offer something valid in the way of programming for children.

At the present time, the C.R.T.C. has a ruling that a minimum of 50% of all programs telecast on all Canadian stations must be of Canadian origin. Why is this ruling not applied to the sensitive area of children's programs? Obviously the CBC/Radio-Canada should take the initiative and present a minimum of 75% Canadian content in their schedule of children's programs, since the president of the coporation has claimed that 70 to 80% of the CBC's general programming is of Canadian origin. The CBC has the resources and a moral obligation to Canadians. (We can understand that private stations don't have as large a degree of obligation)

We do not suggest however, that the CBC should produce all of the children's programs shown on their stations. Further on in this document we make certain proposals which could help to absorb some of the production costs relating to such programs. It would be satisfactory if the private stations telecast a minimum of fifty percent Canadian children's programs.

In our conclusions re children's programming it has been noted that there is an overabundance of American programs shown on Canadian stations. The president of the C.R.T.C. has already remarked that we have to cope with the fact that American channels can be received in the majority of Canadian homes. But along with this situation, our children are being exposed to a minimum of 40% American children's fare on CBC/ Radio-Canada stations and as high as 76.4% on private stations. These percentages are much too high. How can our children develop a Canadian identity under the circumstances? We are already convinced that our youngsters absorb a greater proportion of knowledge of American history and system of government in their early years of television-viewing, than many of them will ever acquire about our history and form of government from their teachers. Secondly, although an innovative program such as Sesame Street, should be retained, we would be pleased to see the disappearance of American cartoon shows and situation comedies from our television schedules (especially on CBC stations).

There should be a corresponding increase in the number of better programs imported from other countries, while still maintaining the recommended 50 and 75% Canadian content. Let's take the best television productions any country in the world has to offer, whenever possible!

If the Canadian content of children's programs is increased, obviously we can expect the broadcasters to make their usual response that quality programs involve exorbitant costs. Therefore we would like to propose that encouragement be offered to the television industry and interested production companies, groups or individuals, by setting up a body similar to, and organized along the same lines as the Canadian Film

Development Corporation. Naturally the purpose behind the creation of such a bureau would be to give financial assistance and moral support to projects that are meaningful in terms of artistic and social values. The resultant programs could contribute substantially to the enrichment of children's lives.

We hesitate to suggest that there could be more examples of any one type of program produced for young viewers (we would choose Sesame Street among some others as examples of the quality program we have in mind), as we are well aware of the television industry's consistency in this matter. Since private station's schedules are governed to a large extent by advertisers' demands, whenever a given type of program is successful, advertisers and programmers combine to saturate the schedules with copies and imitations. At least the programs which serve as models should be those of high-calibre only. It is our contention that programmers for children's viewing should be influenced in their choice, as much by certain CBC productions and those produced by the Children's Television Workshop (due to the quality of both), as they are by the demands of Bay Street and Madison Avenue.

This onlooker finds it incomprehensible that the CBC/ Radio-Canada stations do not show the world-acclaimed animated films produced by the National Film Board and yet persist in placing mindless American cartoon shows in the children's television schedule. Couldn't a means be found for convincing these two Canadian bodies to cooperate more fully than at present?

We have pointed out that it is most important for the child's development within his home-life, that families share viewing experiences. They can do this more easily in the early evening during the work and school week, when fathers are usually at home, and would appear to be in the habit of spending some time with their children before bedtime; often this period takes the form of watching television together. Program planners should be encouraged to schedule some programs that have merit for family viewing and move away somewhat from the run-of-the-mill fantasy themes which are most often scheduled in this time slot.

The author would like to see the further development of formats for programs which will lead to more active participation on the part of children of all ages themselves. Children, especially those above the age of eight, should be involved in the television experience to a greater extent than they are at present. There is enormous potential in our youth to make significant contributions to television, while living something that could be stimulating and enriching. They should be given the opportunity to participate more fully, they should not remain passive onlookers at life. Suggested formats would include those based upon discussion and public affairs.

There seems to be a gap in effective programming specifically for children between the ages of seven and eleven, in comparison to the number of good programs for preschoolers. It would seem that it is difficult for programmers to discover the tastes and preferences of this particular age-group. We recommend that research be commissioned in this area. Possibly the C.R.T.C. could find qualified people for this undertaking.

As mentionned previously, we feel strongly that our children are in great danger of not developing or of even losing their Canadian identity. Programs for children and the family on CBC/Radio-Canada stations especially, should contribute to and emphasize whenever possible, a feeling of cultural, social and national identity.

Finally we would like to suggest that the C.R.T.C. form a team of researchers, including psychologist, sociologists, educators, experts in child growth and development, and parents, to provide an in-depth analysis and evaluation of television's impact on children in Canada. The results of such research could be of great assistance to the broadcasting industry.

Television reviewers have frequently claimed that Canada, represented by the productions of CBC/Radio-Canada, is a leader in the field of children's programs. This may very well be true in comparison to other countries in the world where there may be fewer productions for children or they are of poorer quality. However we would like to see Canada retain this leadership, and in order to do so, we think that there should be changes and improvements such as we have already suggested.

This is not meant as a criticism towards the CBC, it strictly reflects our prejudice in favour of children.

It is generally recognized that the medium is probably the most effective teaching instrument thus far invented. Isn't it in our own best interests that everyone in a position to do so, should do everything possible to see that its full potential is realized?

K

RECOMMENDATIONS

K) Recommendations

The rationale for the following proposals may be found in the pages referred to in parentheses.

I - Recommendations re Advertising directed at children

1. All promotions for programs, other than those for children's programs, should be screened regularly by the stations themselves, in order that children are not invited to watch programs which could be harmful. (Page 69)

2. Programs considered to be for adult viewing only, should not be promoted during, immediately before or after children's programs. (Page 69)

3. No promo should be repeated more than once during any given program. (Page 69)

4. To be more effective, amendments to the Broadcast Code for advertising to children should be made as soon as possible, as a temporary measure to protect children from undue pressure. (Pages 69 to 73)

5. All advertising for children's products should be directed to adults. (Pages 72 to 77)

6. All commercials directed at children up to the age of ten years should be banned on all Canadian television stations. (Pages 72 to 77)

7. There should not be any commercial messages whatsoever, during, immediately before or after programs designed for children under the age of ten years. (Pages 72 to 77)

We would suggest that recommendations 6 and 7 should take effect immediately on CBC/Radio-Canada stations, and that a limited period of time (not more than two years) be granted to private stations to comply with these rulings.

II - Recommendations re Children's programming

8. The members of CAB should reexamine and study the Broadcasting Code of Ethics, Clause 2, children's programs, in order that stricter attention be given to its requirements. (Pages 97 and 98)

9. The Canadian content ruling of the C.R.T.C. should be extended to include children's programming in order that all private stations provide a minimum of 50% Canadian children's programs for their viewers. (Pages 98 and 99)

10. The minimum of 75% Canadian content of children's programs should be imposed upon CBC/Radio-Canada and their affiliates, who have an even greater responsibility to provide Canadian children with quality programs. (Pages 98 and 99)

11. There should be a considerable reduction in the number of programs imported from the United States by all stations, as at present it stands at a minimum of 40% on CBC/Radio-Canada stations, and as high as 76.4% on CTV, TVA and other private stations. The number of mindless American cartoon shows and unrealistic situation comedies especially, should be reduced. (Pages 99 and 100)

12. We request a parallel increase in the number of quality programs for children to be purchased from other foreign countries, within the limits of an extended Canadian content ruling (minimums of 75% and 50% Canadian-produced children's programs, as stated in recommendations ten and eleven. (Page 100)

13. The government of Canada, through the department of the Secretary of State, could provide economic stimulation for the important area of children's programming, by creating a body set up along the same lines as the Canadian Film Development Corporation, which would give financial assistance and encouragement to companies and individuals offering valid projects for children's programs. (Pages 100 and 101)

14. There should be greater cooperation between the Canadian Broadcasting Corporation and the National Film Board in order that NFB films, especially those that are produced by their excellent animation department, be shown regularly on television. The talent and ressources of the NFB should be used to contribute to the replacement of the programs which we suggested ought to be withdrawn from the schedules as per recommendation number eleven. (Pages 101 and 102)

15. We recommend that the programmers for all stations should schedule a certain number of quality programs for family viewing, to include children above the age of five, in the early evening time slot, and thus encourage the family social relationship. (Page 102)

16. Emphasis should be placed on the development of program formats which will lead to more active participation on the part of youth in the Canadian television experience. Our suggestion here would include the evolution of discussion and public affairs programs to involve children above the age of eight. (Page 102)

17. Research should be commissioned, perhaps by the C.R.T.C., to discover the program tastes and preferences of the age-group seven to eleven in order that programmers could profit from the results of such an investigation. (Pages 102 and 103)

18. Children's and family programming on CBC/Radio-Canada stations especially, should contribute to a feeling of social, cultural, and national identity. (Page 103)

19. The C.R.T.C. should conduct an in-depth analysis on a continuing basis, in order to evaluate the impact of television on Canadian children, thereby permitting them to make informed recommendations and suggestions to Canadian broadcasters. (Page 103)

In the above recommendations regarding children's programming, when we have used the qualifying term "quality" programs, we are referring to programs for children which would encourage "active participation, interaction, and continuing dialogue within our society."

We are aware of the fact that we have not placed great emphasis on the positive aspect of the children's programs produced by CBC/Radio-Canada. It is our opinion that quality programs for children do not actually exist on the private Canadian stations. The issue at stake - the social development of Canadian youth - is of such magnitude and importance that we can only suggest, as strongly as possible, that every effort should be put forth by the State, all broadcasters, and individuals (including parents and educators), under the active leadership of the C.R.T.C., to improve the situation without delay.

The author of this report gratefully thanks the Canadian Radio-Television Commission for the opportunity to present our views on children's programming and advertising directed to children. We are hopeful that some of the recommendations herein discussed, will meet with your approval.

Margaret Doré

APPENDIX 1

APPENDIX I

Program Descriptions

Notes on CBFT's children's programs 111

Notes on CBMT's children's programs 135

Notes on CFCF-TV's children's programs 150

Notes on CFTM-TV's children's programs 165

APPENDIX I

PROGRAM DESCRIPTIONS

Notes on CBFT's children's programs

MORNING SHOWS:

Les Oraliens (Educational program produced by Radio-Québec for the ministère de l'Education de Québec) Televised Monday through Friday from 9:15 to 9:30 a.m. Monitored 9 times. Les Oraliens are a miniature couple from the planet Orale, they are very civilized, although they are not familiar with some of our customs and culture so they learn in turn from the humans with whom they come into contact. They have sophisticated technology, such as a gadget called a "reductor" which permits them to reduce people and objects to their own size. The program teaches vocabulary and the correct expression to be used, through repetition. Their pet parrot Quack (marionette) frequently gets into difficulties and sometimes provides comic relief. A robot dog instructs on technical things and gives various details.

TELEVISION SCOLAIRE (Educational Television) Consists of a number of programs for the various grade levels, televised Monday, Thursday and Friday from 9:30 to 10:00 a.m. The titles are the following:

Education Physique (Radio-Québec in collaboration with Radio-

Canada and the Minister of Education of Quebec) Two 15-minute segments are shown in this time period. Films show children receiving physical education instruction. The series is designed for elementary school children, grades IV, V, VI and VII. As an example, one of the programs showed youngsters how to interpret visual commands. Another dealt with time: working in four teams, students acted out the movement of a clock, next each team did an action simultaneously, using different means of synchronizing their movements, etc. A third program concentrated on improvisation, the children improvised a new game, played it and then improved the rules. In another program the instructor asked each of the children to do something rhythmically, then using a drum to give the rhythm they acted out bicycle pedalling, Indian dancing, swimming, jumping; seated in a circle they listened to music and tapped out the rhythm in their hands, then danced to it, etc.

Arts Plastiques élémentaires is a 15-minute segment devoted to giving lessons in how to make things, such as a mobile. (R-C)

En Plein Air is also a fifteen-minute program produced by Radio-Canada explaining such things as how to prepare for cross-country skiing or a technique for walking long distances. These programs were monitored a total of ten times.

Le franbecois (The Minister of Education in collaboration with Radio-Canada) This is a french lesson for youngsters in their first year of secondary school. Monitored 3 times. We took a considerable amount of notes about this program as we found it excellent as regards experimental educational experience. There is much improvisation and the youngsters are really provoked into expressing their ideas.

Les 100 tours de Centour (Radio-Québec) Monday through Friday from 10:00 to 10:15 a.m. Monitored 8 times. The series ended March 24th. It has yet to be confirmed by Radio-Québec but Radio-Canada expects this series to be back in the fall season. The title (roughly translated "Centour's 100 Tricks") indicates the program's theme. Centour likes to play tricks on people, sometimes the trick is played on Centour. Sample story line: Mrs. Cotton hires a girl to help prepare for the celebration of Verbo's birthday; the girl is very timid and Centour plays a trick on her, but Verbo makes a counter move. This program gives lessons in vocabulary and grammar and is directed at children aged six to nine years.

During the holiday periods at Christmas and Easter, these programs were replaced by various film series: Afrique du soleil levant, Ciel des hommes, l'Age du fer, Les animaux chez eux, Histoire sans paroles, Les masques de Venise, Des hommes et des bêtes, Conquêtes de la mer, and other documentary series.

Presently 100 Tours is replaced by Le manège enchanté, a European import. This is a fifteen-minute animated series using marionettes. It began in this time period on April 10th but it has frequently been seen previously on "Bobino" (an afternoon children's program).

The time period Monday through Friday from 10:15 to 10:30 a.m. was previously devoted to La souris verte (monitored 4 times, R-C) which was mostly an entertainment program and popular with preschoolers for several years. Presently this time slot is filled by the following four programs for preschoolers:

Les Chiboukis (Radio-Canada) Shown Mondays. Monitored 4 times. Concentrates on giving simple scientific facts using songs, graphics and special effects. There are two live characters: Pragma, a girl from another planet, and her friend Le Rêveur (The Dreamer). The Chiboukis are thousands of tiny creatures which make a curious noise. Sample episodes: the demonstration of how water fuses and expands to make ice; about weather - what makes the snow, rain, etc.; we need air to live, Le Rêveur performs a trick with a piece of cardboard, demonstrating the action of air; explains about robots, calculators, computers, and how some robots, such as the vacuum-cleaner, are helpful, and others, such as the transistor radio, entertain us. It makes for a lively and interesting presentation of simple scientific phenomena and is progressing well for a new series.

Le sac À malice (Radio-Canada) Televised Tuesdays and Thursdays. Monitored 11 times. Louisette Dussault (former Souris verte) and her assistant Bouboule (a clown-like figure) play games, sing songs, perform with marionettes, tell stories, with three or four preschoolers as guests. Things they do: make a castle out of playing card; show how to make marionettes or musical instruments out of empty tin cans; show different types of shoes, demonstrate some of the sports which involve the feet especially; talk about different kinds of spoons, play a spoon game, tell a story about a boy who wouldn't eat with a spoon; show how to make an amusing toy with string and a button, play with string puppets; play with cardboard fish and boats in a bassin of water. On the program they have also given the names and uses of various pots and pans and cooking utensils, using real ones and cardboard one-dimensional facsimiles, told a story about a boy who wanted a drum so he made one out of a pot, then the children played music with pots and pans; played with cushions and told a story about a tiny tiny king who lived in a big big palace; made a soup of fourteen ingredients, through Louisette's miming and some graphic illustrations, the children guessed what goes into the soup-pot.

The format of this program will be altered next season as they have found it very difficult to work with the children in the studio (there are too many distractions for youngsters of four and five years of age) and hold the interest of the home audience. Our main criticism of this program is that the concept is too pedantic, the scripts talk down to children, and there is too much emphasis on games and songs from French culture, it needs to be Canadianized.

Clak (Radio-Canada) Televised Wednesdays. Monitored 6 times. The format is divided into three five-minute segments with no particular order of presentation; it is apparently designed to permit children to appreciate the sounds of the universe.

Format of segment A: a film of labourers with fake noses and moustaches working on a construction site, laying cement, drilling, - no dialogue, only noises of machines; sounds of winding up a clock, walking on dry leaves, cracking nuts, drawing with chalk on a sidewalk, tic-toc of a clock, dialing a telephone, punching on cash register keys, alarm clock ringing, church bell; a young man riding his bicycle-house, tape-records sounds, holds up a stop sign to halt noises of a horse galloping, police siren, dog barking, car, train, singing, a young man running, playing with a large ball, painting dots on the screen.

Format of Segment B: Coco, a scarecrow with a special hat, talking vegetables (a tomato, a carrot, and a pepper) sit on the crown. He also has a magic feather to draw different parts of the body (graphics). Coco and the vegetables talk and sing.

Format of Segment C: A female teacher with two preschoolers do different things, play with cushions, do eye exercises, walk on the edge of the rug, make noises with their hands covering their mouths and using their feet to kick under the table.

Midway through the season the format was changed to some extent. For example: One program opened with a girl sitting alone in a garden saying she's bored, a boy enters, they dance and sing, he notices her long hair, she says she's very small and the tree is very tall. They stand under opposite trees so they can each touch the leaves with their heads. It starts to rain, she pulls an umbrella out of the tree, it becomes very windy, the umbrella's too big for her, they exchange umbrellas, she then has a smaller one. They sing and the sun comes out. In the second scene, the woman teacher talks about giants, under her direction a little boy takes large steps around the room and pretends to eat a big sandwich, giving him a big stomach. The teacher and the boy-giant cover two chairs with a blanket to make a big house and the boy goes to sleep. The little girl becomes a dwarf - she makes herself very small, takes small steps, eats a tiny sandwich, etc. In the third scene the singing scarecrow has a new hat and the talking vegetables (puppets) have a new house and they also have eyes, noses, mouths - they talk about big and small.

As can be seen by the above descriptions, this program is obviously still in the experimental stage of development and is very choppy. It is difficult to say what would be children's reaction to this type of format.

Au jardin de Pierrot (Radio-Canada) Televised Fridays. Monitored 5 times. A young woman wearing a Pierrot costume sings French folk songs with three preschoolers singing along and acting out the song. They only sing and perform one song during each fifteen-minute show, repeating it in different ways four or five times. We wonder if home viewers would maintain interest? Sometimes graphics are used, other times costumes and/or props. The songs have included the following: "Alouette", "En roulant ma boule", "Sur le pont d'Avignon", "Une poulette grise" and "L'âne et Marianne en revenant du moulin".

Fablio le magicien (animated series from Bucharest) Mondays from 10:30 to 10:45 a.m. Monitored 6 times. A narrator tells the fables of La Fontaine, there is no dialogue and the series looks very old. When the last episode finished in April it was replaced by: La Petite Abeille (R.T.B., S.R.C., O.R.T.F. co-production) Monitored once. This is a graphically illustrated series of simple tales about a little girl, a female voice does the narration. We were told by CBFT that this is only a temporary replacement.

Francis au paradis perdu (French documentary style) Shown Tuesdays at 10:30 to 11:00 a.m. Monitored 3 times. The program is subtitled "Quinze années d'une famille en Afrique de la brousse" - Fifteen years of a family in bush Africa. The producer and his wife and young son Francis visit various regions in Africa, depicting the life-style and customs of the natives, studying the animals' habits. The series is rather dull, too dry to interest children. It finished in April and was temporarily replaced by another series by the same producer: Francis au pays des grands fauves (Monitored once) Very similar to the above. In this one they visited an island inhabited by hundreds of penguins, watched the birds nesting, etc. This series finishes May 30th, Radio-Canada do not yet know what will be the replacement.

Monsieur Pipo (Canadian, ITC production) Wednesdays 10:30 to 11:00 a.m. Monitored 5 times. For children aged 3 to 8. This series was originally produced in English. Monsieur Pipo is sort of like a troubadour, he sings and dances, wears different hats, tells stories, fairy tales with graphics, shows short films on different countries and their customs. Usually a short film about a trio of talking animals (a rabbit, a cat, and a rat) is included in the show, sometimes there is a short animated film. The program ends with Polly the parrot asking a riddle. Although this series was not produced recently, it remains a pleasant show, with the emphasis on gentle entertainment.

Les aventures de Saturnin (O.R.T.F.) Thursdays 10:30 to 10:45 am.m. Monitored 6 times. For 3 to 8 year-olds. Saturnin is a talking duck who acts like a human - he works, goes to the country to camp out or fish, etc. He has several animal friends who talk also (a rabbit, a racoon, guinea pigs, and so on). He's always very busy and has lots of adventures. The stories vary from episode to episode, sometimes they are realistic, at other times they are like fairy tales. The characterization of Saturnin is well-done. Of course the dialogue is done by voice-over. Usually the program is entertaining.

There have been three programs in the Thursday, 10:45 to 11:00 a.m. time slot since we began monitoring at the end of November, 1971. They have all been geared to the 3 to 7 age-group:

Topino (O.R.T.F. animation) Monitored once. The story was about the adventures of a mouse, a rooster, and a porcupine.

Oum - le dauphin blanc (O.R.T.F.) This was an animated series which began December 23rd. Monitored 4 times. It was a fantasy about the adventures of a clever white dolphin. The stories were told on a continuing basis.

Tribulle (produced for Radio-Canada by Viau Productions) A new series which began March 23rd, 1972. Monitored 3 times. Tribulle and Ouaouaron are two marionettes who live in a country called "Nébulle" (a whimsical world). The technique is a combination of rapid changes from the marionettes, to graphics, to film and so on, back and forth. Tribulle and Ouaouaron ask the viewers to play a game called "devine l'animal" - a guessing game about what is the name of the featured animal on that day's show. The two puppets may be out fishing, playing the piano, engaging in sword play, composing a poem, opening and closing doors, or whatever, and there is a series of jump cuts between these activities to a close-up view of some part of the animal's anatomy with explanatory narration about the animal's habits. The series is imaginative and informative, it is very "busy" as a lot of things are happening almost at the same time. Since the program is still in the developmental stage, it is too early to properly evaluate its effect on viewers, but it would seem to be a clever and stimulating presentation.

When we began monitoring, the Friday time period from 10:30 to 11:00 a.m. was occupied by L'Ane Culotte (S.P.E.R.O. films), about the adventures of a young girl, a boy and a donkey. We saw only the last one of thirteen episodes. This program was replaced in December by:

Pépinot (Radio-Canada) Monitored 6 times. This is marionette theatre for children aged 4 to 9. It was made more than ten years ago and has been repeated several times on CBFT. The marionettes Pépinot, Capucine, Monsieur Blanc, l'ours, etc. have all sorts of adventures. Before Christmas they showed a dramatization of the birth of Jesus, in January they did their version of Romeo and Juliette. Episodes since then have involved M. Blanc's strange invention, Pépinot's double, and various mysteries.

The series was produced in excellent fashion at the time, but perhaps it is somewhat dated in concept for today's youngsters. However, we prefer seeing this type of program on the schedule of children's programs in place of certain cheap cartoon shows whose possible impact could very well be detrimental to children.

Yogi et Popotame (American cartoon show, a Hanna-Barbera Production) Mondays at 11:30, also Saturdays at 9:00 a.m., half-hour in length. Monitored 5 times. For children between the ages of 4 and 11.

Usually three cartoons are presented, starring Yogi Bear and Boo-boo, Magilla the gorilla, or the sheriff with the fastest gun in the west, etc. Sample story line: Yogi and Boo-boo are expelled from Jellystone Park, which is their home, and decide to take up the life of Robin-Hood for a short time. Comments wil follow the description of the other cartoon shows in this time period on other days.

Roquet Belles Oreilles (American cartoon show, a Hanna-Barbera production) Tuesdays and Thursdays, 11:30 a.m. to noon. Monitored 5 times. Composed of three cartoons for children in the 4 to 11 category. The star is Huckleberry Hound, along with him there are: Jules the cat, two mice called Pixie and Dixie, the three mousequeteers Yippee, Yappee and Yahooey, and Garou the wolf. The comedy is based on simple nursery tales such as the Wolf and the three little pigs, and chase scenes involving the cat and the two mice doing an imitation of the adventures of Zorro, etc.

Linus (American cartoon show, Ed Graham Production) Shown Wednesdays at 11:30 a.m. to noon. Monitored 5 times. For children aged 4 to 10 or 11. The show consists of four cartoons: one involving Linus the lion; a story about two witches (they are twins but one is good and the other is wicked); a dog-catcher who is always chasing the dog Laurent but never catching him; and one about other birds or beasts of the jungle. Occasionally a little lesson is taught, i.e. Linus tells a big bird that he's not ugly because exists in the eye of the beholder, besides nobody likes a person who's always complaining; the big rescues a lady bird and she tells him that he's handsome.

All three cartoon shows just described are dubbed in French but the signs we see on the screen remain in English, ex. U.S. mail, Danger Track Out, etc. For the most part, they are harmless amusement, what violence there is in the content seems to be kept within limits and not likely to be dangerous for children in this age-group.

Skippy le kangarou (Australian series) Half-hour on Mondays at noon. Monitored three times in French and twice in English (as it was televised at 10:00 a.m. Sundays on CBMT up until December 26th). The series is about a bush kangaroo, a pet belonging to a young boy whose father is in charge of a ranger station. They have such adventures as moving a herd of wild horses with the assistance of a helicopter, discovering what the boy Sonny thinks is a flying saucer, rescuing the pilot of a crashed airplane, etc. The show is average family entertainment.

WEEKDAY AFTERNOON PROGRAMS

Bobino (Radio-Canada) Monday through Friday from 4:00 to 4:30 p.m. Monitored 16 times. For 3 to 9 year-olds. This series uses a live character (Bobino) and a puppet (Bobinette) who has an aggressive personality. Bobinette runs a travel agency, she often plays tricks on Bobino and disregards his sensible advice. At other times she displays a most charming, feminine side of her nature by performing a kind or thoughtful gesture. This mixture of very human facets to her character make her very appealing, she appears quite natural and is often amusing. The format of the show is the following: it opens usually with Bobino and Bobinette in discussion, or one or the other of them talking on the telephone to one of the other characters which we never see but only hear about; they thus establish the situation for that day's show; the first of three short animated films is then shown; continuation of the plot; second short film; more plot; third short film; finally the denouement of the situation. Viewers are requested to send in a drawing, each week it's a different subject.

Approximately two-thirds of the films are of European origin: La maison de Toutou, Kirie le clown, Les aventures de Grumby, Bonhommet, Le petit lion, Le manège enchanté, etc.; the other third is composed of American animated shorts, ie. Bugs Bunny, Daffy Duck, Woody Woodpecker, etc.

Although this program has been on CBFT for several years, the concept is still fresh. It provides good entertainment and exceptional moral values.

The next group of shows in the 4:30 to 5:00 p.m. time-slot compose what is called "La Boite à surprsie". They are all produced by Radio-Canada.

Maigrichon et Gras-Double - ou le troisième oeil (Mondays) For ages 6 to 11. Monitored 6 times. Maigrichon has special powers of concentration and hypnotism, he possesses a medaillion which the two villains, Monsieur Double-Face and Monsieur l'Inconnue (they are mutual enemies) each wish to own. Gras-Double is Maigrichon's friend, sometimes he acts as his messenger. The action usually takes place in an inn, the waitress there is also Maigrichon's friend. These are stories of intrigue and double-dealing, the tone is unpleasant. The situations are repetitive, it is truly difficult to see the point of such a program.

Grujot et Délicat (Tuesdays) Monitored 5 times. Children 5 to 11. The title gives the names of the main characters, Grujot and Délicat are two actresses wearing dog costumes. Délicat is a cry-baby, things happen to her, like falling in love, getting kidnapped, losing her tail. Grujot is always running around in circles, saying "Zut! Zut! Zut!" and getting nowhere. There are three regulars on the show: Madame Sainte Benite, a busy-body committee-woman type; a Scotsman (costumed as a dog); and an old deaf man (dog also) who confuses proceedings even further. The situations and action are pure slapstick and the show is extremely noisy, with everyone talking and screaming and crying at once.

Prior to January the program in this time slot was Sol et Gobelet, two clowns with a delicate touch to their humour, it was an imaginative and amusing show. Many viewers regret its demise. Re-runs of Sol et Gobelet would be much preferable to Maigrichon, Grujot et Délicat, or Major Plum Pouding.

Nic et Pic (Wednesdays) Monitored 5 times. The series began on January 6th, 1972. Thirteen episodes were produced for this season, however only eleven were shown due to the NABET strike. This program will definitely be in the fall schedule, according to CBFT. Nic and Pic are two mice puppets (their voices are charming) who travel around in a balloon and have some delightful adventures in settings that are colourful and imaginative. One time they went to the Far West and helped the sheriff to capture a couple of bandits; the next time they were involved in a fairy tale and aided a princess to save her baby; then they were off to rescue a Chinese princess or go to the moon in a dream to see if it's really made out of cheese. The program is excellent fantasy, an exceptionally good production.

Fanfreluche, which was previously in this time period, returned April 12th. Monitored twice. Both of these shows are suitable for pre-schoolers and all children who like this kind of fantasy. Fanfreluche is a human doll who tells stories and gets into them herself sometimes. Usually it is high-quality entertainment of a fantasy nature.

Les carnets de Major Plum Pouding (Thursdays) Monitored 5 times. For 6 to 11-yearolds. This is a mock-version of the Adventures of Sherlock Holmes. Besides the Major (who speaks with a "terribly" English accent), the other characters are Bibiane (his secretary), Dame Penelope (a busy-body, old-maid type), and Aristide Cassoulet (a quasi-member of Interpol). The stories are a combination of comedy and mystery. It is not particularly impressive as entertainment, perhaps the original concept is a good one, but the scenarios create an atmosphere of put-on and phoniness, as well as lack in imagination, since many of the story-lines resemble each other. Our other criticism is that the vocabulary has absolutely no rapport with Quebec reality, we won't give examples here as they have little or no meaning in English.

Le Télé-chrome (Fridays) Monitored 5 times. Commenced January 7th. It tries to appeal to the ages 7 to 16. Obviously an experimental attempt at viewer-participation, the first show was a complete disaster. The theme to be dealt with during the program is announced on promos during the week. Three representatives from one school, varying in ages from seven to sixteen are in the studio, each one stands in front of a blank canvas with paint-brush in hand. A girl of about eleven is the moderator, she answers the telephone as viewers call in to instruct the painters in turn, what to draw. All actions are given a time limit of two minutes.

Later on in the season, an addition was made to the format, in the form of three writers of varying ages. In the beginning the theme to be represented in the drawings was one word, such as nightmare, joy or sadness. Then, when writers were added, the theme was expanded to such things as a publicity campaign re anti-pollution, or , poster and essay on the St. Henri district.

The public is supposed to call in with their suggestions. The last time we monitored the show, a child telephoned to suggest that they draw and write about "une bande de caves comme vous autres" - roughly translated it means "a bunch of nuts like yourselves". A man's voice-over constantly gives instructions to the representatives of the schools (writers and painters), the moderator, and the viewing public. There are many long pauses of silence when viewers do not call and the participants are stuck for ideas. The show doesn't work because the concept is too intellectualized and rigid, resulting in a stilted format.

The following group of five programs are one-hour long adventure series in the 5:00 to 6:00 p.m. time-slot weekdays. Walt Disney, Voyage au fond des mers, and Tarzan are from the Film Department, they are not programmed by the Children's section of Radio-Canada. All five are American imports.

Daktari (Mondays) Monitored 4 times. The action takes place on an African game reserve, centering on the events which take place involving the game warden, his daughter, and staff, and their work with the animals under their protection. The stories are good, emphasizing conservation, with excellent close-ups of African animals in their natural habitat. Judy the chimpanzee, and Clarence the cross-eyed lion, provide gentle comedy. Our concensus is that it is a pleasant series for all ages.

Daniel Boone (Tuesdays) Monitored 4 times in French and once in English (as it is also in CBMT's Saturday morning schedule). The story concerns the adventures of the famous American frontier hero Daniel Boone, and his Indian friend Mingo. Daniel has all of the cherished virtues, he is upright, honest, courageous, straight-forward, gentle and kind. For once an Indian (Mingo) is portrayed as an intelligent, cultured, human being. Our principal objection to this series is that once again Canadian youngsters are being taught American history and theories about the past. For family-viewing.

Walt Disney présente (Wednesdays) Monitored 5 times in French and 7 times in English (this series is also carried on CBMT under the title, The Wonderful World of Disney). This program, as everyone knows who watches television at all, can be about any one of a dozen subjects -- cartoons, animal stories, a group of boys and a hidden treasure, life in a circus, sports stories, travel, etc. -- anything that could be considered family entertainment. The Walt Disney style is familiar to all of us, it has been present on the movie screen for several decades. Sometimes a story is stretched into two or three episodes. Everything always ends happily, the lost dog returns, the little girl wins the ski contest, or whatever. The treatment is frequently irrealistic and could be damaging to children in the long run. (Disney movies are advertised and promoted during the television program, thereby giving their product free publicity.) This program is for"children" of all ages.

Voyage au fond des mers (Voyage to the bottom of the sea) Thursdays Monitored 5 times. Science-fiction underwater adventure with Admiral Nelson, Captain Crane, and the ship's crew being menaced by sea monsters or strangers who appear out of nowehre, etc. The gadgets and technical phenomena are well-done. Occasionally a psychological twist gives an added element to the story. This is average fantasy and escapism, for the family.

Tarzan (Fridays) Monitored 4 times. Everyone knows the Tarzan stories, children become familiar with them early in childhood through the books, comics and serialized movies; this is a modernized version produced for television a few years ago. Usually they are entertaining adventures for family viewing, although somewhat monotonous.

The five programs described above are greatly preferred by children in the choice between programs on channels 2 and 10, as indicated by the ratings (BBM).

Alerte dans l'espace (American) Tuesday evenings at 7:30, one-hour long. Monitored once. Science-fiction and espionage adventures take place in the future.

Ma sorcière bien-aimée (American) Wednesday evenings from 7:30 to 8:00 p.m. The title is "Bewitched" in English. Monitored twice. This is a popular series about a woman who is a witch.

Les Pierrafeu (American animated film series, Hanna-Barbera production) "The Flintstones" is the English title. Monitored once in French and several times in English. Please refer to our notes in the section on CFCF programming for details and opinion.

The last three programs listed are more family-viewing, they are popular with youngsters around the age of seven and over.

SATURDAY MORNING PROGRAMS

Le roi Léo (Japanese animated film series) 9:30 to 10:00 a.m. Monitored 3 times. For children aged 3 to 8 approximately. The stories concern the adventures of Leo the lion and his young cub, along with other jungle beasts. Leo is super strong, intelligent, incredibly swift, commands the respect and obedience of all the other animals, and is impervious to bullets or spears. Need we say more? Fantasy that is very similar to the Walt Disney style and technique.

Mon ami Ben (American) 10:00 to 10:30 a.m. Monitored 5 times. This series is about the activities of a forest ranger, his young son, and the boy's pet bear, Ben. It falls in the same category of entertainment as Skippy, Daktari, Lassie, etc. The action takes place this time in the Florida Everglades and demonstrates some of the conservation projects that are going on in the way of banding animals and birds. This program probably appeals particularly to six to eleven-year-olds, but could be considered family entertainment as well.

Tour de Terre (Radio-Canada) 10:30 to 11:00 a.m. Monitored 4 times. The program is described as a living encyclopedia for youth. All kinds of topics are dealt with by the host and hostess, with music and songs to relieve possible dryness. As examples of the variety, one show was spent on demonstrating to viewers how to make use of libraries; another depicted the life of the North American Indian before the arrival of the white man; a third gave details about spices from around the world; and another took the viewers on a field trip to learn all about hydro and the work the pole climbers do, what kind of qualifications the men have to have for the job, what safety precautions they take, what type of equipment they use. The host and hostess are lively, they sing well, and try to present the material and information in an interesting manner. The program seems to be geared to 8 to 14 year-olds. Perhaps it could be scheduled in a different time-slot so as to attract parents to watch it with their children.

Robin-Fusée (animated film series, Canadian) This is a half-hour cartoon show presented at 11:00 a.m. Monitored 4 times. For 6 to 11-year-olds approximately. It is loosely based on the Robin-Hood legend, with all of the original characters, but the action takes place in space, sometime in the future. The theme song and credits plus the descriptions of the characters, are repeated several times during the program. There is much violence in the action: bashing people in the face with their fists, banging people on the head, etc. It is very noisy, the animation looks cheap, and the designs are ugly. Decidedly, this cartoon should be withdrawn from the CBFT scedule of children's programs.

Lassie (American animal-adventure series) Shown from 11:30 a.m. to noon. Monitored 3 times in French, several times in English, as this program is presented five times weekly on CFCF-TV (refer to the section describing their programs for details). The appeal is more or less to all age-groups. The shows we monitored were from the series where Lassie was on her own, independent of any particular family, going about rescuing people or animals in trouble.

SUNDAY PROGRAMMING

Le Prince Saphir (Japanese animated series) 9:30 to 10:00 a.m. Monitored 5 times. Concerns the adventures of a little prince, who may be actually a princess in disguise, and who is beset by the various villains of the court. This is a fairy-tale in animated form, also it is another Walt-Disney-style imitation. Fantasy for children up to the age of eight.

Laurel et Hardy (American silent cómedy film series prepared for presentation by Radio-Canada) 9:00 to 9:30 a.m. Generally considered to be masters at classic slapstick, Laurel and Hardy have made several generations laugh at their antics. It is difficult to say whether today's youngsters would get the same enjoyment out of this type of entertainment, but for this viewer it is good to see Laurel and Hardy included in the CBFT schedule.

Quelle Famille (Radio-Canada) This is a half-hour family situation series presented Sunday evenings at 7:00 p.m. Monitored 3 times. According to the ratings, this is the most popular program on CBFT, for all ages, according to the ratings. It supposedly portrays life in an average French-Canadian family milieu, but it resembles American sit-coms to an extraordinary degree.

The reader may refer to pages 91 and 92 for a resumé of our general impressions regarding CBFT's children's programming.

Notes on CBMT's children's programs

WEEKDAY MORNINGS

Mr. Dressup (CBC production) Monday through Friday from 8:35 to 9:00 a.m. (Except during the holidays at Christmas and Easter when it was shown at 9:35 a.m.) For preschoolers. Monitored 11 times. Mr. Dressup shows children things to do or make, how to deal with situations that arise in an average child's early life, gives safety tips, conservation thoughts, and a world of make-believe, in an etertaining manner. A little boy puppet, Casey, and his dog Finnegan, also a puppet, are regulars on the show. Others who appear occasionally are their young lady friends Susan, and puppets Aunt Bird, Miss Biz and Sunny Bunny. Sometimes other live guests appear on the program as well. The format is varied, Mr. Dressup tells stories and acts them out in costume with the others, he sings original songs, and teaches children important lessons. For example, Casey wanted a speed-bike for Christmas, Mr. Dressup explained to him that he couldn't afford to buy it and that he was too young to own such a vehicle; Casey had a good cry but he finally understood and accepted this reasoning. Another example: Casey has a cold and is obliged to stay in bed, at least for the day. Naturally he is bored and feeling out of sorts. Mr. Dressup makes suggestions that help to pass the time more agreeably.

In general this is an excellent program with lots of variety, portraying a good home-like atmosphere, and giving children something more than fantasy and escapism.

QUEBEC SCHOOL TELECASTS are shown five days a week for varying periods of time. The emphasis is placed on french lessons. The programs include the following:

Parlons français (O.R.T.F. Production) Monitored 7 times. Shown Monday through Friday at different times. Consists of two fifteen-minute French lesson sessions for the elementary school age level. The teacher is Anne Slack, she explains the lesson in English, then asks the students to listen and repeat after her in French. The teaching method is very stiff and formal. Surely the CBC in collaboration with the Quebec Minister of Education, could produce a more interesting and challenging French lesson program.

Contes pour les jeunes ... avec Isobel Marks (CBC Production) A half-hour program presented Monday, Wednesday and Friday. Monitored 5 times. These are tales told in French, using film, animation and/or graphics. The stories are usually about children and animals. For elementary school children.

Finally, a series of films which are history lessons for children in elementary school, presented on Fridays from 10:00 to 10:30 a.m., under the general title Quebec School Telecasts. Monitored 5 times. A series on "The Voyageurs (NFB production), "Society and how it works" from the "Live and Learn" series (CBC), a series on "People around the world", and a series on Wolfe and Montcalm - a reenactment of the"Battle on the Plains of Abraham" (NFB) have been shown in this time period.

CANADIAN SCHOOL TELECASTS (various producers) are presented Tuesdays and Thursdays from 10:00 a.m. to 10:30 a.m. Monitored 5 times. These have included: a special before Christmas called "Bambi and his world", a Russian film; a series called "History is alive and well and living in..." (a CBC production, in collaboration with the Minister of Education) which was a filmed dramatization of early Canadian history; and the series "From Bach to Rock" (CBC). The latter was an excellent presentation by the conductor Boris Brott, of musical history, descriptions and explanations on the various families of musical instruments, the dynamics of a symphony orchestra, and opera in comparison to pop music and rock. It was a lively and stimulating series.

During the Christmas and Easter vacations there were no School Telecasts, they were replaced by Holiday Films (which were not for any particular age-group).

The Friendly Giant (CBC) Monday through Friday from 10:30 to 10:45 a.m. Monitored 16 times. A program for preschoolers. The format is simple -- a bit of conversation between Friendly (the giant) and the two regulars, puppets Jerome the giraffe and Rusty the Rooster, leads into the daily story, which they read together. Occasionally they draw pictures or sing nursery songs or play instrumental music, or even do bird calls as a variation from routine. Their conversations are frequently about nature or animals or first experiences, like the first time you stay at a friend's house overnight and don't sleep in your own bed. Sometimes a little admonition is slipped into the dialogue, such as - keep your things neat, you must feed and care for your pets. The teach children things like how to rhyme, the names of baby animals, etc.

We can't praise this program enough, mainly because it is gentle, the humour is delicate, the three characters project warmth and "friendliness", and lastly because it is a uniformly flawless production.

Chez Hélène (CBC) Monday through Friday from 10:45 to 11:00 a.m. At times this program is an entertaining way to teach French to English-speaking preschoolers and children up to the ages of seven or eight. Hélène speaks French most of the time, Madeleine speaks English but sometimes answers in French. A mouse puppet, Suzie, is the other regular on the show. Occasionally they have other guests -- a mimist, musician, dancer, etc. They tell stories, sing songs, talk about various things, such as what a newspaper or an election is, or explain the difference between a lawyer and a judge, or what is the postman's job; they play pretending games and put on amateur shows as well. Mostly the action takes place in Hélène's home but sometimes they go on a boat trip, or shopping in a store, etc. Frequently they give a little moral lesson -- be kind to older people, don't ask for expensive gifts from your parents, it is bad to steal or tell lies.

This program (as well as The Friendly Giant) has been on the CBC network for a number of years how, it is well done. The idea of teaching French to children of this age is excellent and apparently the response has proven that it is an effective method. However we have one reservation about this program, we find that Hélène and the other regulars project too much sweetness, they are not natural enough in their way of speaking and manner.

Sesame Street (American, a Children's Television Workshop production) Monday through Friday at 11:00 a.m., one-hour in length. This program is produced for preschoolers, however it is put together in a way that is so extraordinarily imaginative and entertaining that it could be watched and enjoyed by people of all ages. It is difficult to mention and describe everything in the make-up, as it is full of variations and vitality. There has even been the criticism by some that constant viewing of Sesame Street by preschoolers could be damaging in the sense that it gives them too much knowledge, and when they go to school to receive a formal education, they are bored and restless because they already know the things that are being taught and more.

To begin with, the content gives them complete familiarity with the alphabet, and rudimentary arithmetic; they are encouraged to attain a tremendously advanced vocabulary. They learn about nature and life, both animal and human. The children are taught much about themselves and about the other people in this world. Most of all, they are encouraged to acquire enquiring minds and unprejudiced instincts. All of this and more is done through every device and technique imaginable: live action, film, animation, marionettes (both string and hand puppets), special effects, professional entertainers, trick photography, graphics, original songs and lively music, etc. The regulars in the cast are Gordon and Susan (husband and wife), Bob, Mr. Hooper (the storekeeper), Bib Bird, etc., plus several "muppets" - Oscar the Grouch, Kermit the frog, Bert, Ernie, (each having an individual character and projecting the various facets in personality structure), along with a group of very appealing "monsters". Youngsters also participate in the show as guests. The set represents an actual street in an idealized friendly urban neighbourhood.

We have only praise for the creativity and pedagogical expertise which goes into this extremely successful program. Although it is produced in the United States (however certain animated segments are produced in Canada, and some of the guest stars are Canadian) and admittedly (by the President of the Children's Television Workshop, Mrs. Joan Cooney) Madison Avenue techniques have been used in its production, we do not feel that this program should be considered as too great an American influence on Canadian children. In our opinion, Sesame Street is the best educational tool yet devised for television. (We monitored this program more than thirty times in order to study the production process)

WEEKDAY AFTERNOON PROGRAMS

Drop-In (CBC) Presented Monday, Tuesday, Thursday and Friday at 4:30 p.m. Monitored 10 times. This is a half-hour magazine for youth (ages 9 to 16). Two sets of young people act as alternate hosts and hostesses -- Pat and Susan, Sue and Rex. Various types of shows combine information and entertainment, with the emphasis on the former. One day they could listen to a pop music group and interview them about their road experiences; the next day they are in the Maritimes investigating salvage and sunken treasure due to shipwrecks, talking to a marine expert, a diver and a fisherman; another time they interview a specialist who discusses the humane code for working with animals in motion pictures. Other shows have involved a "cardician" (an expert card manipulator), a group of musicians called the I Ching who explained their philosophy and versatility, learning about the various animation techniques, the scientific principles involved in flying, etc.

There have been some excellent programs in this series, they are well-researched, and project a Canadian image. However the ratings are extremely low (they are competing with Lassie on CFCF-TV), possibly indicating that the format is not responding to viewer's tastes. Perhaps the time-slot could be changed in order to pick up a wider audience.

Mr. Wizard (Produced in Canada) Mondays at 5 p.m. Monitored 6 times. This half-hour science-information program, geared to seven-year-olds on up to adults, is consistently skillful, easy-going and interesting. Two youngsters (a girl and a boy) alternate as Mr. Wizard's guest, to whom he demonstrates various tricks in physics and fundamental scientific principles, and shows how these tricks can be performed by anyone at home, at little or no expense. For instance, in discussing the principle of polarized light and its properties, he showed how to make a colourful mosaic with plastic tape. This program is definitely an asset to CBC's children's schedule.

It finished for the season in April, and was replaced by H.R. Pufnstuf (American, monitored twice), a fantasy in the Wizard of Oz genre. A young boy stars, he and a witch and "munchkins" (little people) sing and dance in a fairy-land setting, and have various adventures.

Alphabet Soup (CBC) Tuesdays at 5:00 p.m. Monitored 5 times. For children aged six to twelve. A 20 year-old hostess and her alligator sidekick (Arbuckle) look into things in alphabetical order: i.e. A is for Airplanes, a model builder and a giant-jet pilot are guests and answer Trudy's questions. The theme of the program is repeated frequently: "Learning new things is always interesting. Have you asked any good questions today?"

Special material is provided by the Encyclopedia Britannica, special equipment is provided by the Ontario Science Centre, Dr. Ralph Garry is the educational consultant. Usually the producers succeed in making lively and informative viewing with a Canadian flavour.

Hi Diddle Day (CBC) Thursdays at 5:00 p.m. Monitored 9 times. For ages five to eleven. Several puppets, representing both humans and animals, live in a small town called Crabgrass, Ontario. There's Mrs. Gertrude Diddle (mayor of the town and patroness of the arts), Granny, Heather, Basil hound, Derwood dragon, Wolfgang von wolf, Chico the crow, etc. and they are all involved in adventures and experiences patterned after real life.

The program encourages viewer participation by airing letters, poems, riddles, sports items, and showing drawings sent in by children from all parts of Canada. The format is varied and different guests appear on the show to talk about their careers, i.e. hockey players, football players, representatives of Boys' Clubs, actors, folk-singers, etc. It is somewhat provincial in tone, but this is not a criticism, since it appears to appeal to children in rural areas and those living in small towns, judging from the correspondence mentionned above.

Abbott and Costello (American cartoon show, a Hanna-Barbera production) Fridays at 5:00 p.m. Monitored 5 times. For ages six to eleven approximately. The show consists of four episodes (opening and closing credits are repeated for each separate animation) using the real voices of comedians Abbott and Costello. The situations are repetitious and the noise level is extremely high, with the raucous voice of Costello continually screaming, "Hey Abbott!". In some stories, the "heros" are supposed to be space detectives. Sample dialogue: Washington is being invaded - "The entire free world is depending on Abbott and Costello". or "Hey Abbott, why do you suppose a guy would want to wrestle an alligator? For money, what else!" and "I admire a highschool graduate!" It is astonishing that this series is included in CBC's children's schedule.

Get Smart (American) Monday through Friday from 5:30 to 6:00 p.m. Monitored 19 times, mainly for the commercials, as several messages are directed at children. This series is a spoof on spying and is extremely popular with children, although it was not especially conceived for them. Secret agent, Maxwell Smart, an anti-hero, always manages in his bumbling manner to triumph in "goodness and niceness over evil and badness". The American propaganda is low-key and it is frequently very amusing satire. Some violence is present in the scripts, but it is not likely to be harmful to youngsters since it is very obvious that the series is not to be taken seriously.

The John Ferguson Show (CBC) Wednesday at 6:00 p.m. Monitored 7 times. A half-hour sports program for youth aged 8 to 18, hosted by Bob McDevitt (a CBMT sports announcer) and John Ferguson (a former professional hockey player for the NHL), which gives a close look at various sporting activities. Various local teams (boys and girls) are filmed in action, interviews with players and experts, consultation and advice from physiotherapist Bill Head (Montreal Athletic Association), go together to make a reasonably good show for local sports enthusiasts.

Tween Set (CBC) This half-hour show for pre-teenagers has been televised Fridays at 6:00 p.m. with a repeat of the same program on Saturday mornings at 10:00 a.m. up until the end of April, when it finished for the season. Monitored 8 times. A new set of junior hosts (a boy and a girl) are provided periodically (approximately every six weeks). They introduce the guests and activities, and are assisted in interviews by an adult hostess. A live audience assists at the production and at-home viewers are encouraged to participate in the quizzes, games and contests, and by writing letters to Tween Set. The guests vary considerably: a group of dancers, a yoga class, a young arts and crafts hobbyist, amateur folk-singers, a young cartoonist or magician, a youngster with an unusual pet.

The second half of the program is devoted to a quiz moderated by an adult quiz-master. The winner has the chance to return the following week to challenge the three other new young panelists (boys and girls compete). Prizes are good books (for research) and pen sets. Generally speaking, the show is enthusiastic and has an amateur atmosphere. We approve of the format because it specifically encourages the participation of an age-group which is largely ignored by television producers.

SATURDAY PROGRAMS

Rocky and Friends (American cartoon series) 9:00 to 9:30 a.m. Monitored 3 times. The adventures of Bullwinkle moose and Rocket J. Squirrel, plus friends, to appeal to three to nine year-olds on the average. Two of the featured sketches are Fractured Fairy Tales and Improbable History, usually four episodes make up a show. The cartoons are silly, but we don't have any particular adverse comments to make.

Merry-Go-Max (CBC) This program was shown from January 8th to April 8th and it is not known if it will return to the fall schedule. Monitored 3 times. Particularly for 6 to 11 year-olds. A young man, Max, is the host, and his friend Citrus appears regularly on the show. Together they demonstrate how to construct various handicraft objects that can be made inexpensively with things usually found around the home. He frequently counsels viewers not to throw anything out, that a use can be found for everything, besides helping in the campaign against pollution. Sometimes Max tells stories, such as Indian legends, and does little tricks, or talks to his imaginary pet. This type of show does not interest all children but it may certainly appeal to a certain group who like to have projects and guidance in making things at home themselves.

Daniel Boone (American adventure series) One-hour program at 10:30 a.m. (Around the end of April CBMT started scheduling this show at 10:00 a.m. instead) This series has already been commented upon, please refer to page 129 in our notes on CBFT. We would just like to reiterate that the contents are the United States version of North American history, and as such, can influence and cause confusion in the minds of Canadian youngsters regarding past events. Since a great number of facts already differ, depending on whether the child goes to a French or an English school (it even depends on which province the schooling takes place) it increases an existing problem.

Arthur and the Square Knights (American cartoon series) The times have varied for presenting this show, from 8:30 to 11:30 to 11:00 a.m. (the present hour). Monitored 3 times. For six to 11 year-olds. This half-hour cartoon show consists of three episodes caricaturing King Arthur and the knights of the round table and their adventures concerning a couple of court villains. The animation designs are a little better than the average, sometimes the sketches aren't quite so banal and a little more amusing than others in this category of entertainment.

Children's Cinema (A CBC presentation of children's films from different countries) An hour-long program for viewers aged 3 to 9, which was presented at 1:00 p.m. but finished for the season at the end of April. Monitored twice. It consisted of four children's films, usually of good quality (including animation and marionettes) produced by various countries, i.e. Poland, Sweden, Italy, Holland, and Czechoslovakia. On the whole the program was charming and pleasant fantasy and entertainment.

The Bugs Bunny Roadrunner Hour (American cartoon show) A program of cartoons with Bugs Bunny as master of ceremonies, of one-hour duration, at 5:00 p.m. Monitored 4 times. It seems that this show has an audience among people of all ages. Here we have the whole gallery of Warner Bros. cartoon characters, long familiar to film-goers and television viewers. The violence is so exaggerated, especially in the Roadrunner cartoons, as to be ridiculous. Many of the episodes are based on chase situations. Several depend on the business of scheming to outsmart the other guy, by any means whatsoever -- success is the goal, and it doesn't matter how you get it. The kind of philosophy demonstrated in these kind of cartoon shows is not what we like to see instilled in young children's minds.

The Wonderful World of Disney (American, Walt Disney Studios) Sunday evenings from 5:00 to 6:00 p.m. We have already commented on Walt Disney in our notes for CBFT on page 129. We would just like to point out a statement made by one of the characters in the story of "Lefty, the Dingaling Lynx" when there is mention made of a dog sled racing derby and the discussion comes around to incentive for entering the race, the dog-owner replies: ".. really nothing moneywise - just a few hundred dollars". We resent the fact that children are taught to disparage "a few hundred dollars", youngsters are being made far too money-conscious at a very early age in today's society, and the situation is not being improved by scripts such as the one just described.

The Rovers (Australian) This is a family adventure series for viewers of all ages, shown Sundays at 7:00 to 7:30 p.m. Monitored 3 times. As the title implies, this is a roving family who travel by boat and have various experiences. The series is reasonably wholesome entertainment.

The Partridge Family (American) Monday nights at 8:00 p.m. Monitored once. This half-hour family situation series is watched by youngsters aged 8 to 12 because of the tremendous degree of popularity enjoyed by the lead boy in the cast, David Cassidy. David is a pop-singer who gives concerts in cities across United States and Canada. He is an idol, especially to girls in their pre-teens. The television stories are based on the travels and experiences of this musical family.

A summary of our views on the children's programs telecast by CBMT is on pages 93 and 94.

Notes on CFCF-TV's children's programs

WEEKDAY SHOWS

Rupert Bear (British marionette series) Monday through Friday, 15-minute program at 8:15 a.m. for preschoolers. Monitored 9 times. This show was withdrawn from the schedule on April 3rd, as CFCF's contract with the distributing company had run out. There has since been no replacement at this time period. The animal characters, marionettes Rupert Bear, Podgie the pig, etc. are based on characters in a comic strip featured regularly in a London, England newspaper, The Daily Express. The technique is stiff and outmoded in style. A female voice does the narration and all of the characters voices - ex. "says Bill", "he grumbled" etc. The effect is similar to a librarian reading stories to children (something they used to do on Saturday mornings in the library reading room). The tales are simple ones: "Rupert and the Compass", "Rupert and the Spring Adventure", Rupert and the Inventor", "Rupert and the Flying Chariot". Sample story lines Rupert and Podgie make toffee with cough syrup in it and cure Santa Claus and his reindeer of their colds; Sailor Sam loses his snuff box, Rupert and his friends go picking blackberries, the snuff box turns up in the blackberry pie Rupert's mother makes.

There is nothing offensive in this program but it is not very stimulating either. It is not known what type of program will be presented in this time-slot in the fall schedule, but still this kind of thing is preferable to the surplus of cartoons on CFCF-TV.

The Mighty Hercules (CFCF-TV claims that this animated series is produced in Canada) A half-hour cartoon series, it is shown Monday through Saturday at 8:30 a.m. (formerly 60-minutes on Saturdays), made up of 3 to 4 episodes. It is probably for 4 to 11 year-olds, although the time period makes it obvious that school-age children cannot normally view it on week days. Monitored 8 times. The simple stories are loosely based on ancient Greek history. The hero Hercules can fly and is super strong when he is wearing the special ring given to him by the king of Mount Olympus. A phrase from the theme song goes as follows "softness in his eyes, only the evil fear him". There are two wicked characters regularly featured, Dedalus the wizard, and Wilomene the sorceress. A centaur named Newton who sometimes warns Hercules of danger, and the gentle Helen who is frequently rescued from the clutches of Wilomene by Hercules, are the other regulars.

The violence is of a remote nature as the wicked characters are never destroyed, they keep coming back to harass the good, brave Hercules and the sweet maiden Helen. Newton speaks in rhymes and provides some relief. The single theme is "Goodness always triumphs over evil". This cartoon series is boring and repetitive, it provides only escapism and is not recommended. (The BBM ratings (for ages 2 - 11) indicate sadly enough that the CFCF programs in the 8:00 to 10:00 a.m. time slot are preferred four to one over CBMT.)

Magic Tom (Live show produced by CFCF-TV) Thirty minutes, Monday through Friday at 9:00 a.m., for preschoolers. Monitored 10 times. The format is simple, the promo for Magic Tom publicizes the show as "lots of magic candy, fun and stories". The animator, Tom Auburn has two guests on the show each day, a boy and a girl, between the ages of 3 and 6. The guests are chosen in the following manner: a picture puzzle is shown each week and the children who wish to appear on the show may send in their answer to have a chance to be selected. Magic Tom becomes acquainted with his guests, they tell him their names and ages and usually they each sing a little song or recite a short poem. Often the song is sung in French, and he frequently tests them to see if they have any knowledge of the French language.

Magic Tom spends a few minutes on each show giving birthday greetings to children whose parents have written in to give their child's birth date. Sometimes he shows picture books to the home audience with photos of animals from different countries; at other times he shows the children how to make something out of construction paper, such as a pair of glasses and a moustache to amuse themselves, or a clock out of cardboard to help them learn to tell time. Other times they go to the drawing board and he and his guests draw something, a house, an animal, etc.; sometimes he asks a riddle, or performs some simple magic tricks, gives safety hints, tells viewers about a contest and how to enter. Dr. Jocko, a monkey hand-puppet operated by Magic Tom, might do the following: look at the guests' teeth, tell them to go to bed without fussing, and sleep in a room with the window open. Occasionally a short film is shown, describing a distant country. Once a week he gives the names of all the guests who will appear on the following week's shows. At the end of each show the children choose the way he is to make magic candy for them. He and the youngsters throw some candy to the television crew who are called, the "chickadees". The mothers of the guests are always in the studio although they are not seen on camera.

The host projects warmth and friendliness to the children (he has spent several years being a local professional children's entertainer). We find the program very bland, and not really particularly interesting for the home viewers. However, children do have a chance to participate by appearing on the show. It is the only program on CFCF-TV in which participation is possible (other than Scouting Today, which has limited appeal, and is discussed elsewhere in these notes).

The Flintstones (an American cartoon series, Hanna-Barbera production) Shown Monday through Friday at noon and Saturdays at 9:30 a.m. (formerly on Sundays at 1:00 p.m. as well). This is an animated situation comedy (canned laughter) about a stone-age family -- Fred Flintstone, his wife and baby daughter. The other regulars are his neighbour Barney Rubble, his wife and baby son. This half-hour program was originally televised on an American network and conceived as family entertainment. Monitored 17 times.

The series is often vulgar and the comedy lacks good taste frequently, in our opinion. The characters are supposed to typify average working-class families -- the main character, Fred, operates a crane for a construction company. In one episode, the two families visit an acquarium and the two men pretend to be children, to avoid paying the adult fare. In another, Fred thinks his wife is cheating on him and asks his friend Barney to help him check up on her. The two families quarrel over who has the most beautiful baby in another episode Fred's wife suspects him of becoming involved with another woman in one of the stories. A final example: Fred and Barney fight when Barney loses his job and comes to work at the same place as Fred, then when Barney is made vice-president of the company, Fred becomes jealous and angry.

There is much to condemn in this series -- it is not healthy entertainment for children and the social values are highly questionable. In any case, it must be noted that this program has a high popularity rating among children (in French and in English.

Lassie (American film series) Monday through Friday from 4:30 to 5:00 p.m. Monitored 12 times. The dog Lassie, is well-known to film-goers and television viewers after more than three decades. One gets the impression that there will probably always be a Lassie on the screen. The current version of the story is about a family (a widow and her 11 to 12 year-old son

Jeff, her father - the boy's grandfather, and the boy's chum, Porky) plus the collie dog-extraordinaire, Lassie. (Prior to Christmas 1971, the series had a slightly different format. Lassie was with a little boy of five and the boy's parents.) Lassie's present family live on a farm, they give a fairly exact portrayal of ordinary rural life (perhaps somewhat dated, as this series was not recently produced). There is not an excessive emphasis on American living standards.

It is possible that children could be influenced for the batter by watching this program since the storylines point out that it is wrong to lie or cheat, or to mistreat animals and pets; they also emphasize love and respect for parents and elders -- the boy is always courteous. At times the incidents that happen are amusing, at other times a little moral lesson is given, and in other shows the main characters live some kind of mild adventure. In one episode Jeff's mother tries to improve her sons habits regarding neatness. She enlists Lassie's help in training him but her scheme backfires as Lassie goes overboard and tries to keep everyone in the family neat and even gives a lesson to some picnicers about littering.

Sometimes it is unrealistic in the sense that things always work out fine or for the best, but on the whole it is what could be termed wholesome entertainment for children of all ages.

SATURDAY MORNINGS

Ultraman (Japanese film series) Monitored 4 times. Previously shown at 7:30 a.m., then at 8:30 a.m., and presently at 11:00 a.m.

This is a half-hour science-fiction, adventure series for six to twelve year-olds approximately. Ultraman is from another planet and works for some kind of a national security force in a large Japanese city. He can change into a super being with the use of his Beta capsule, allowing him to battle or destroy any menace, such as prehistoric monsters who return to endanger the population. A girl who is also a member of the force, and her young brother, are regulars as well. Sample moral: the boy is offered to be granted three wishes by a monstrous visitor from another planet, if he cooperates with him. However, he refuses to help the monster and Ultraman says to the stranger: "You miscalculated, a child cannot be bribed into doing wrong." The theme at the close of each episode goes like this: We must learn to live in peace and harmony on this earth. There is nothing really reprehensible in this series, it is simply pure fantasy, in other words, escapism. The production technique is unexceptional, and at times children must be more than a little amused at the sight of the so-called monsters, as they are rather unconvincing.

Spider-Man (American cartoon based on a Marvel Comic Book "hero", produced by Krantz Animation Inc.) Monitored three times in English (this cartoon is also in CFTM-TV's Saturday morning schedule). 9:00 to 9:30 a.m. on CFCF-TV. For 6 to 11 year-olds. Spider-Man has a hidden identity, his regular job is as a staff reporter and photographer on a metropolitan daily newspaper.

The editor, his boss, is constantly shouting at everyone who works for him. He hates Spider-Man and is intent on capturing and unmasking him. He speaks lines like: "'Ill bet my credit cards .." The theme song, which is sung a number of times throughout the program, extolls Spider-Man's virtues:"Does anything a spider can, catches thieves just like flies, he's got radioactive blood, your friendly neighbourhood Spider-man."

There are usually two episodes, each approximately eleven minutes long, the opening credits are repeated along with the theme song each time in the half-hour, and two minutes are spent on building up the coming week's show. The stories and action are typical comic-book faire: Spider-Man battles sinister creations, i.e. a metal-eating monster who threatens to gobble up the city; or Blotto, the monster which absorbs everything it touches; or Vultureman and his vicious bird-army, etc. Probably it is enjoyed by 8 to 10 year-old boys in particular. It is conceivable that this cartoon show could produce fear and/or nightmares in younger children if it is watched by them.

Dastardly and Muttley in their flying machines (American cartoon series, Hanna-Barbera production) 10:00 to 10:30 a.m. For 6 to 12 year-olds. Dick Dastardly is a World War I flying ace, his partner, Muttley, is a dog (he's called "the snickering hound"). Dastardly and Muttley, along with the rest of the pilots and plane crew -- "The Vulture Flying Squad" -- are continually chasing a carrier pigeon called "Yankee Doodle".

who delivers the U.S. mail. Their theme song is "get that pigeon, stop that pigeon !." -- it is repeated several times during the show. There are three episodes in each program. The sound level is extremely high and is annoyingly noisy. The characters are all obnoxious, irritatingly stupid, the antithesis of good guys.

In our opinion the theme of this program is especially offensive to viewers and an attempt to amuse youngsters that fails completely. The presentation of violence is continuous throughout the action. It is certainly the most objectionable cartoon in CFCF-TV's programming. (Monitored 5 times)

The Perils of Penelope Pitstop (American cartoon series, Hanna-Barbera production) Monitored 3 times. 10:30 to 11:00 a.m. For 6 to 12 year-olds. Story line - an heiress to a fortune is in perpetual danger from her guardian, "The Hooded Claw", and is continually being rescued at the last moment by the "Ant Hill mob". An episode is started one week and concluded the next and a new one begun to produce a cliff-hanger effect. The villain constantly devises new methods to bring about the death of Penelope, and each time he is foiled by the ridiculous antics of her rescuers. Sample episode: Penelope is tied to a child's slide, awaiting a diabolical death, she says to the Claw, "I gather you don't intend to toy around with me". A toy electric train is supposed to trigger a lawn-mower to run down the slide and cut her to ribbons. Of course she is saved just at the crucial moment. The noise level is very high, the animation is average; our conclusion is that this program could also be eliminated from CFCF's children's schedule.

The Pink Panther Show (American cartoon series, a DePatie-Freleng production) This program for 7 to 12 year-olds was withdrawn April 8th from the 11:00 a.m. time-slot and replaced by Ultraman when their contract with the distributors ran out. Monitored twice. It was based on the movie "The Pink Panther", an adult detective comedy. Usually there were two episodes starring the Pink Panther and one involving Inspector Cluzot; it was played strictly for laughs, with little violence.

The Underdog Show (American cartoon series, a Total Television Inc. production) 11:30 a.m. to noon. Monitored 3 times. For 4 to 11 year-olds. Underdog is a "humble, loveable shoeshine boy" (dog) who, when called upon to come to someone's rescue, changes instantly into a super hero - he always goes into a telephone booth to perform this woundrous feat. He speaks in rhyming couplets and has ultrasonic hearing. One story is stretched over two or three shows, sandwiched in between the episodes are other sketches, such as a Tennessee Tuxedo cartoon, a Fractured Fairy Tale, or a Singalong Family bit. Sample story line: The king of the "Flying Sorcerers", a strange race who inhabit a distant planet, wants a new baking slave. He sends his men to different planets to find a good baker. First he tries a "magnet man", then a "zopman", and neither come up to his expectations. Finally he sends his men to earth to kidnap "Sweet Polly Purebread" (a friend of Underdog's) who bakes wonderful cakes. Underdog follows the men who have taken Polly back with them to the Flying Sorcerers' planet. He can hear Polly's cries for help, thousands of miles away. Just as Underdog is about to rescue Polly, the king changes him into a ball. "Don't miss the next show! Will Underdog be able to save Sweet Polly from a life of slavery?"

This cartoon series was not made recently. Underdog was televised on an American channel fifteen years ago or more, according to our recollections. However, it is much preferable to the majority of such shows, due to the imaginative stories, reasonably good animation techniques, and its avoidance of real violence. Since the hero is only a super-dog, children are not likely to believe in the possibility of his existence or his supposed powers, yet his adventures can entertain and amuse them. Some of the Tennessee Tuxedo sketches are informative as well as entertaining. For example: one show explained how paint was made, and the various methods of applying paint to a given surface.

Cool McCool (American cartoon series, created and produced by Al Broadax and Bob Kane) Half-hour, beginning at noon. For 7 to 12 year-olds. Monitored 4 times. McCool's slogan: "Danger is my business". This time it's about an anti-hero, Cool McCool is a not very bright detective, who is accident-prone as well. He has a sadistic boss who is always blowing him up, catapulting him out of windows or through roofs, or having steel filing cabinets slam into him. One the average, three 8-minute episodes are presented to make up each show. Usually there are two McCool sketches and one involving his father - "my pop, the cop", accompanied by two other keystone cop-type characters. Typical story line: an evil Jack-in-the-box invents and sells toys which contain miniature built-in radio transmitters and receivers, whereby he can command the toys to rob and steal from the parents who have purchased these toys for their children. McCool, in his bumbling manner, manages to capture the villain and put him in jail. Sample dialogue from another episode (to indicate the tastelessness prevalent in this series): re "Mother Greta's Wrinkle Remover" -- ".. every woman in the world will buy it.." Also, "That was no lady, that was my wife"; "I love you darling, you're all evil"; "He's just a big crooked kid". Perhaps the violence in this program is less damaging to children, in comparison with some of the other cartoon series, since the action scenes are obviously played as an attempt at amusement and diversion.

Star Trek (American science-fiction film series, a Desilu-Norway Production) One hour long, shown on Saturday afternoons at 12:30 p.m. This show was formerly televised during prime-time viewing hours. It was exceedingly popular in the United States, and there is a distinct possibility that a new series of episodes will be produced. Monitored three times in English (it is also shown on CFTM-TV). The theme is about galaxy-hopping spacemen of the future. This kind of space-ship drama is not restricted to any particular age-group, but would probably not interest many children under 9 or 10 years of age, as the scenarios are geared to adolescent and adult audiences.

Scouting Today (Produced by CFCF-TV and presented by the Quebec Provincial Council of Boy Scouts of Canada) Sundays from 1:00 to 1:30 p.m. Monitored 3 times. This is a community service program and has limited audience appeal, since it is more or less restricted to those youngsters involved in scouting. The following is the format: An adolescent moderator, David Nagels, interviews various guests in the studio. The guests are mostly boy scouts and adults involved in scouting activity. Film clips or slides are shown of their various functions and activities: the annual banquet, the World Jamboree, Sport and Scout camps, etc. The shows also feature such things as a handicraft exhibit, the latest winter camp equipment, etc. There is also a weekly contest to identify a scout badge.

It would appear that a large proportion of today's children and youth are less interested in participating in organized activities (ie. Scout Troops, Girl Guides) than in the past. Therefore, we question the purpose of televising this type of show, unless it is simply to satisfy the C.R.T.C. Canadian content ruling. Our comments about the apparent lack of interest generated by this program, seem to be borne out by the rating, which is extremely low.

The last three programs to be discussed on channel 12 are all American, for family viewing, no specific age-group.

The Brady Bunch (Televised at 7:00 p.m., Tuesday evenings, half-hour program) The story is about a woman who has three children from her first marriage, who is married to a man who has three children from his previous marriage. The comic relief is provided by their maid. Typical story line: the husband tries to surprise his wife with a picture of the six children for their wedding anniversary, and everything backfires. Another one was about the oldest boy, he bought his first car and is stuck with a lemon.

The Courtship of Eddie's Father (Televised at 7:30 p.m., Tuesday evenings, half-hour duration) This one concerns a widower with a young son who is trying to find a new wife for his father, and a mother for himself. Other regulars on the show are their Japanese housekeeper and two of the father's co-workers. Sample episodes: Eddie meets a Russian magazine editor who is in the United States to learn about American publishing technology (thre is much American propaganda vis-À-vis Russia in this one); Eddie goes to camp for the first time and his Uncle Norman tries to convince Eddie's father that something is wrong; Eddie is accused of carelessness by his father when his bicycle is stolen.

Me and the Chimp (7:00 to 7:30, Thursday evenings) This one is about a family and their pet chimpanzee which they take to drive-in movies, to play tennis at their country club, and use as a substitute on a men's basketball team, etc. This show has already been cancelled by the CBS Television Network and will not be back next season.

The first two programs listed here are quite popular with children. All three project the average American family middle-class social values, with the emphasis on living in a "nice" neighbourhood, owning a comfortable house, having one or more cars in the garage, and the kids taking dancing or horseback-riding lessons, or whatever. Lip-service is paid to such causes as anti-pollution, anti-discrimination, etc. Everyone is normal and healthy and average. The stories are usually trite and banal, but television has been feeding this kind of pap to its viewers for more years than we care to count.

A summary of our opinions regarding CFCF-TV's programs for children is on page 94.

Notes on CFTM-TV's children's programs

WEEKDAY PROGRAMS

Les petits bonshommes (30 minutes of American cartoons, Monday through Friday, at 8:30 a.m.) Monitored 3 times. Mainly for preschoolers, short animations of Bugs Bunny, Sylvester and Tweetie, Chicken Hawk, etc., usually three, sometimes four cartoons are shown during each program. All of the signs are in English. Sample story lines: 1. A mouse gets caught by a cat who prepares to eat him, but the mouse tells the cat a story about the cruelest lion in the world and tricks his captor into letting him go. 2. A cat catches a goldfish and sadistically prevents it from getting to water, finally the fish makes it to the shower room and turns the tap on, the cat gets in the shower with the fish, locks the door and swallows the key, then realizes that he's going to drown. 3. A baby chicken hawk won't eat worms, he's sent to bed without his supper so he decides to go out on his own and find a chicken to eat; after several adventures he returns home and is quite content to eat what is given to him until he's grown up. 4. Opens with three baby birds saying their bedtime prayers. Their mother returns to the room later to find one of them reading in bed. She tells them that if they're not good the fox will get them. The littlest one sets the alarm clock and goes out early in the morning to explore -- a worm and a bee save him from being eaten by a fox and he resolves to be a good little bird.

Les Superhéros (American cartoon series, Gantry Animation Inc. production) For ages 6 to 11. Televised Monday, Wednesday and Friday at 11:30 a.m., Saturday mornings at 11:00 o'clock. Monitored 3 times. Based on Marvel comic book Super Heroes, each half-hour show features one of the five heroes: The Incredible Hulk, Captain America, Thor, the god of Thunder, the Invincible Iron Man, and Prince Namor. Each has a special power, i.e. can arrest time, or command instinctive obedience, or he wields an exceptional weapon. Very few minutes, comparatively-speaking, are devoted to each show's story, as there are repeated interruptions to describe and laud the other "heroes". The theme song for the individual hero is repeated several times during the show, along with a recapitulation of the previous action.

There is much verbal violence: "I'll transform you into liquid", "Nothing can stop me", words such as - destroy and vengeance are used constantly. The technique utilized is to simply animate the comic strips and dub in narration and dialogue, the balloons describing action or sound are retained -- Whap, Pow, Blap, Crash, Boum, Blam, Thud, Sock, etc. Certainly this is an example of cheap production methods. The drawings are ugly, the voices horrible and frightening.

L'escadrille sous-marine (American, a Gerry Anderson production in "Supermarionation") Shown Tuesdays and Saturdays at 11:30 a.m., half-hour. Monitored twice. One of three productions by the same company, all of the marionettes look the same. This series involves underwater adventure. All of the signs are in English. For ages 7 to 11 approximately.

Super-Car (American, Gerry Anderson Production) Thursdays at 11:30 a.m. Monitored once. (Ages 7 to 11) A marionette science-fiction series: the hero's name is Mike Mercury, he and his young friend, a boy called, Jimmy, and the Professor (a scientist), have the typical adventures, travelling by their jet-propelled space car.

Roi de la jungle (American adventure series) Mondays from 3:30 to 4:00 p.m. Monitored twice. This is a very old series featuring the star of several Tarzan movies, Johnny Weismueler, in the role of Jungle Jim. Two other regulars on the show are his son and his man-servant. (Ages 6 to 12)

Les aventures de Rin-Tin-Tin (American adventure series) Tuesdays, 3:30 to 4:00 p.m. Monitored twice. Another oldie, made back in the fifties, about a small boy called Rusty, and his famous dog Rin-Tin-Tin. They live in a fort in the far west, fighting Indians and bad guys. (Ages 6 to 12)

Zorro (American adventure series) Wednesdays, 3:30 to 4:00 p.m. Monitored once. The swashbuckling adventures of a Mexican grandee in his masked role as defender of the poor and downtrodden. This is another very old series. (Ages 7 to 12)

Marine Boy (Japanese animated series) Thursdays, 3:30 to 4:00 p.m. Monitored twice. For 5 to 11 year-olds. The adventures of a young hero, Marine Boy, and his companions, a dolphin and a baby seal, is innócuous fantasy. His method of defense, when in danger, is a special boomerang. He can swim faster and deeper than any of the sea creatures.

Super Bolides (Japanese animated series) Monitored once. Fridays from 3:30 to 4:00 p.m. For 6 to 11 year-olds. Features fantastic racing vehicles, with the usual good guys and bad guys fighting it out.

Le cirque du Capitaine Bonhomme (Produced by Télémetropole) Monitored 5 times. For 6 to 12 year-olds. Monday through Friday, one-hour long simulation of a circus performance before an audience of approximately 150 children, afternoons at 4:00 p.m. Each show opens with the ringmaster, Capitaine Bonhomme, presenting the three regulars on the program, l'Oncle Pierre, Madame Irma, and the clown Patoff. There is also a hand-puppet called Midos, who is a Donald Duck-like character. Usually they begin by calling volonteers from the audience to play the tube game - the children take turns crawling through the circular tube in the centre ring, to see who does it in the shortest time. The audience counts off the seconds in a loud voice and the winner receives a prize (a basketball or hockey game). At other times they have a contest of throwing a basketball through a hoop or a pillowfight competition.

Then Oncle Pierre talks about the live animal which is on display for the week, describing its traits and habits. Viewers are requested to send in drawings of the animal to win a prize (an AM-FM transistor radio). Madame Irma shows some of the better drawings which have been sent in, and reads the correspondance, with Oncle Pierre answering their questions about the care and feeding of pets. It is then time for "Petit Boum-Moum": Capitaine Bonhomme tells a bit of his biography each day, the kids in the audience supply the sound effects as he describes his past fantastic adventures (fighting Indians, bandits, crocodiles, or whatever). All four adult performers play some sort of skit or gag to end the show.

There is much horseplay (frequently of the mock-violent sort) and practical joking throughout the hour. The audience is encouraged to scream and holler at all times. In the shows that we monitored there were a number of incidents in very bad taste (if nothing else). In one there was an allusion to the possibility that the sound effects technician was drunk (March 30th); in another, Madame Irma played a very pregnant woman in a sketch and several cracks regarding her condition were made by the others in the cast (same date). The humour is so crude at times that it causes one to grimace. During one show the puppet Midos teased the live jaguar in its cage for close to four minutes to provoke it into growling.

We don't wish to appear too harsh in our criticism of this program as we realize that it is extremely popular, but it does seem sad that the talent displayed by these performers for entertaining youngsters could not be channelled in a less offensive direction.

Patrouille du Cosmos (American science fiction series) Monday through Friday from 5:00 to 5:30 p.m. For ages 9 and over. Monitored 4 times in French. Please refer to the notes on CFCF-TV, pages 161 and 162, as this series is titled Star Trek in English. Normally this program is an hour in length but CFTM-TV telecasts half one day and half the next. The majority of viewers, especially children, seem to prefer watching the hour-long adventure series on CBFT during this time-slot.

SATURDAY PROGRAMS

Fusée XL-5 (American) 9:00 to 9:30 a.m. For 6 to 11 year-olds. This is another marionettes in space adventure series. The main characters are Steve, who is "always risking his life to save others", and his friends Venus and the Professor. All of the signs are in English. Monitored twice.

L'Araignée (American cartoon series) 9:30 to 10:00 a.m. For 6 to 11 year-olds. Monitored once in French, it is called Spider-Man in English, see notes on CFCF-TV, pages 156 and 157 for comments. The theme song is sung in French but the title on the screen still reads Spider-Man. Also the episode titles are in English and a voice over translates, i.e. "Diet of Destruction" (announcer says "Diète déstructive"), "The Witching Hour" (becomes "L'Heure de l'enchantement").

Les sentinelles de l'air (American, Gerry Anderson Production in "Supermarionation") 10:00 to 11:00 a.m. Monitored once. For 7 to 12 year-olds. Another space adventure series, technically well-made re landings, etc. which look authentic. also there is lots of gadgetry. The signs are in English.

Les amis les animaux (Télémetropole production) 1:20 to 1:30 p.m. Monitored once. For all ages. Host Lionel Chayer gives viewers tips on the care and feeding of pets (the actual animals are shown on the screen) and plugs the Montreal Favourite Pet Shop.

SUNDAY PROGRAMS

Mon Martien Favori (American situation comedy-fantasy) was presented Sundays at 10:00 a.m. but was withdrawn from the schedule on April 30th. Monitored once. For ages 8 and over. This half-hour series, titled "My Favourite Martian" in English, was produced several years ago.

Flipper (American family-adventure series) Sunday evenings, 7:00 to 7:30 p.m. Monitored twice. The story centres around a dolphin and the adventures he has with three children, an elephant, and a chimpanzee. Family entertainment for age 6 and over.

(We commenced monitoring CFTM-TV's children's programs on March 21st, 1972)

Please refer to page 95 for our conclusions on CFTM-TV's children's programs.

APPENDIX II

APPENDIX II

A chart of commercials, promos
and public service messages
presented during children's programs
monitored from November 29th, 1971
to April 29th, 1972

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, November 29th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Walt Disney Présente		9:44 am	
2	PROMO - Mon ami Ben		9:59 am	
2	Play-Doh (15 seconds)	Parker Bros.	10:29 am	no verbal message accept to state name of product
2	PROMO - +Daktari	+Radio-Canada's children's programs 4:30 Mon. thru Fri.	10:44 am	
2	PROMO - Fanfreluche		10:59 am	
2	Play-Doh (30 sec.)	Parker Bros.	11:45 am	
2	Etch-a-sketch (30 sec	Peter Austin	12:10 pm	
2	G.I. Joe (30 sec.)	Hasbro	12:25 pm	objectionable - tells you to complete series
2	Love dolls (30 sec.)	Hasbro	"	you'll find them in all the good stores - look for them
2	Vitamins (15 sec.)	Glycobal	3:58 pm	giveaway - miniature cars
2	Beautiful Chrissy (30	Ideal	"	doll
2	Poppin' Hoppies (30 s	Ideal	"	toy
2	Sure Shot Hockey (30)	Ideal	4:10 pm	game
2	Buckaroo (30 sec.)	Ideal	"	toy
2	Cereal (30 sec.)	Kellogg's Cornflakes	"	cartoon character Yogi Bear used in commercial
2	S.S.P. (30 sec.)	Kenner	4:18 pm	miniature racing cars, accessories sold separately
2	Easy Bake Oven (30)	Kenner	"	toy
2	Mini-Motorific (30)	Ideal	"	the words Batteries not included appear on television screen

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Monday, November 29th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Flattsies (30 sec.)	Ideal	4:19 pm	toy
2	Thumbalina (30 sec.)	Ideal	4:29 pm	doll - newborn baby
2	Power-mites (30 sec.)	Ideal	"	toy power tools
2	Chrissy (30 sec.)	Ideal	4:38 pm	doll
2	Bang-Box (30 sec.)	Ideal	"	toy - ask for Ideal
2	Dolls(30 sec.)	Ideal ("have your own fashion show")	"	modelling dolls - outfits sold separately
2	Break the Ice (30 s.)	Irwin	4:51 pm	toy
2	Tippee Teepee (30)	Irwin	"	"
2	Slinky (30 sec.)	Irwin	"	toy - "every child should have his Slinky" *
2	Love (30 sec.)	Hasbro	4:59 pm	dolls
2	GI Joe (30 sec.)	Hasbro	"	soldier doll
6	Hot Foot cycle	Eldon Power ride	8:02 pm	battery-operated toy
6	Snowmobile toy	Eldon	"	"Why don't you get an Eldon Snowmobile for Christmas?" *
6	Pipsqueak (2 min.)	Eldon	8:20 pm	"You can get Pipsqueak people separately or in sets ..."

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, November 30th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS	
12	Play-Doh (30 sec.)	Parker	9:06 am	toy	
12	Alphagetti (30 sec.)	Libby's	"	"It's fun to eat"	
12	Safety message	Canadian Industries Ltd.	9:14 am	Don't touch blasting caps found around construction sites	
12	PROMO - Saturday morning cartoons on CFCF		"		
12	Dump truck (30 sec.)	Tonka	9:24 am	"Tonka toys are fun forever, which one will you get?"	*
12	PROMO - Beat the Clock (adult program - game show)		"		
12	Safety message	Firemen's Association	"	Fire prevention advice	
6	Cereal (30 sec.)	Kellogg's Sugar Pops	10:44	cartoon character Woody Woodpecker does commercial	*
6	Cereal (30 sec.)	Kellogg's	"	free ferris wheel toy with boxtops from 3 Kellogg's cereal	
6	Smarties (30 sec.)	Rowntree	10:59 am	candy	
6	Coffee Crisp (30 s.)	Rowntree	"	chocolate bar	
6	Safety message - slow down driving		11:59		
6	Funlight (30 sec.)	Mattel	5:40 pm	toy projector	
6	Barbie (30 sec.)	Mattel (talking doll)	"	dolls and costumes sold separately	
6	PROMO - Mary Tyler Moore Show (adult program)		"		
6	Cereal (30 sec.)	Nabisco Shreddies	"	giveaway mini-puppets of Walt Disney characters	*
6	Cereal (30 sec.)	Kellogg's Corn Flakes	5.50 pm	cartoon character Yogi Bear does commercial	*
6	Cereal (30 sec.)	Kellogg's Sugar Frosted Flakes	"	free Tony the Tiger Grow Chart with 3 box tops	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Tuesday, November 30th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Safety message - re asbestos in modeling clay		5:51 pm	
6	PROMO - This Land (adult program)		"	
6	Multi-Fit (30 sec.)	Hasbro (construction toy)	5:59	"at fine stores everywhere"
6	Light-Bright (30 s.)	Hasbro (battery toy)	"	need refills to make Bugs Bunny or Bozo the Clown
12	Fastback (30 sec.)	Hasbro	7:35 pm	toy racing cars
12	Barbie (30 sec.)	Hasbro	"	doll
12	Bar Six (30 sec.)	Cadbury (chocolate bar)	7:46 pm	"perfect for six sneaky little snacks"
12	Caramilk (30 sec.)	Cadbury (" ")	"	
12	Soft drink (30 sec.)	Seven-Up Co.	7:57 pm	the Uncola
12	Chewing gum (30 sec.)	Wrigley's Spearmint	"	
12	Cookies (30 sec.)	Dare	"	"cookies for kids - cookies made with kids in mind"

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, December 1st, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - Tween Set		9:15 am	
2	PROMO - Donald Lautrec Chaud	(Pop music program)	11:28 am	
2	PROMO - Hockey Night	(Sports program)	"	
2	PROMO - Femme D'aujourd'hui	(Women's program)	"	
2	PROMO - High Chaparral	(adult western).	"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, December 2nd, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Play-Doh (30 sec.)	Parker	10:29 am	toy
2	PROMO - Tour de Terre		10:43 am	
2	PROMO - Major Plum Pouding		"	
2	PROMO - Laurel et Hardy		"	
2	PROMO - Donald Lautrec (Pop music)		11:28 am	
2	PROMO - Quelle Famille (Situation comedy)		"	
2	PROMO - Tarzan		"	
2	Etch-a-sketch (30 s.)	Peter Austin	11:45 am	toy
2	Bake-o-matic (30 s.)	Peter Austin	"	toy
2	PROMO - Caméra-moto		"	
2	Rotodraw (30 sec.)	Kenner	4:40 pm	toy-game
2	Rotoword (30 sec.)	Kenner	"	" "
2	Cereal (30 sec.)	Kellogg's Corn Flakes	"	Cartoon character Yogi Bear does commercial *
2	Cereal (30 sec.)	Kellogg's Rice Krispies	"	
2	Easy-Bake-Oven (30 s)	Kenner (toy)	4:50 pm	"It's so easy with Easy-Bake" If you don't have one eat cerea *
2	Rotodraw (30 sec.)	Kenner (game-toy)	"	same commercial, same program *
2	Rotoword (30 sec.)	Kenner (game-toy)	"	Does it work in the French language?
2	Love dolls (30 sec.)	Hasbro	4:58 pm	look for them

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Thursday, December 2nd, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Multi-Fit (30 sec.)	Hasbro (construction toy)	4:58 pm	sold in fine stores everywhere
2	Hands-Down (30 sec.)	Ideal	5:15 pm	game
2	Tip-It (30 sec.)	Ideal	"	game
2	Love (30 sec.)	Hasbro (fashion dolls)	"	today's young fashions
2	GI Joe (30 sec.)	Hasbro	"	soldier doll
2	Hockey (1 min.)	Marx	5:30 pm	even hockey professionals would enjoy this game *
2	Easy-Show (30 sec.)	Kenner	"	toy movie projector
2	Paint-wheels (30 s.)	Kenner	"	game
6	Instant Insanity (30)	Parker	5:35 pm	game
6	Phony Bologny (30)	Parker	"	game
6	PROMO - Winnie the Pooh (children's special)		"	
6	Cereal (30 sec.)	Kellogg's Cornflakes	"	Yogi Bear in commercial *
6	Hot Wheels (30 sec.)	Mattel	5:50 pm	toy
6	Barbie (30 sec.)	Mattel (toy)	"	Action Beauty Scene
2	Cereal (30 sec.)	Kellogg's	"	free ferris wheel with cereal coupons
2	Cereal (30 sec.)	Kellogg's	"	free Grow chart
2	S.S.P. (30 sec.)	Kenner (racing car)	5:47 pm	buy one *
2	Easy-Bake-Oven (30 s)	Kenner (toy)	"	everything you need includes make pizza & apple pies

* N.P.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Thursday, December 2nd, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Light-Bright (30 s.)	Hasbro	5:55 pm	toy
2	Craft sets (30 sec.)	Arts & Crafts Today	"	handicraft sets
2	Cross Over the Bridge	Irwin (30 sec)	"	game
2	Pop-o-matic (30 sec.)	Irwin	"	toy
2	Sure Shot (30 sec.)	Ideal	5:59 pm	hockey game
2	Bu‿ckaroo (30 sec.)	Ideal	"	toy
6	Timey Tell (30 sec.)	Mattel (The following	7:32 pm	talking doll
6	Shoppin' Sheryl (30)	Mattel group of Mattel commercials	"	doll with accessories
6	Baby Tender Love (30)	Mattel directed to parents)	"	doll like newborn baby
6	Rock Flowers etc.	Mattel	"	dolls
6	Hot Wheels (30 sec.)	Mattel (The following warranteed for	7:56	Fat Track & racing cars
6	Rumblers (30 sec.)	Mattel a full 3 months)	"	miniature motorcycle toys
6	Hot Line (30 sec.)	Mattel	"	electric train sets
6	Hot Birds (30 sec.)	Mattel	"	toy airplanes
6	PROMO - Horton Hears a	Who (cartoon special)	7:59	

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, December 3rd, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Air Cadets	Canadian Armed Forces	8:28 am	
12	PROMO - All About Faces (adult game show)		"	
12	Lego System (1 min.)	Lego (construction sets)	8:35 am	You can build anything with Lego plastic shapes *
12	Cereal (30 sec.)	Kellogg's Sugar Pops	8:45 am	cartoon character Woody Woodpecker in commercial *
12	Cereal (30 sec.)	Kellogg's Cornflakes	"	cartoon character Yogi Bear in commercial *
12	PROMO - (Alps Italian style) Documentary Special		"	
12	Dump trucks (30 sec.)	Tonka Loadmaster	8:40 am	toy trucks
12	Vitamins (30 sec.)	Flintstones	"	Mom, just one Flintstone each day gives kids all energy they need
12	Public Service Message - Easter Seal campaign		"	
12	PROMO - Anything You Can Do (Adult game show)		8:59	
2	Play-Doh (30 sec.)	Parker	10:29 am	craft toy
2	PROMO - Le Rôi Léo		10:59	
2	Chrissie (30 sec.)	Ideal	4:28 pm	doll - so many pretty clothes sold separately
2	Mini-motorific (30 s)	Ideal	"	miniature racing car toys
2	Sizzlers (30 sec.)	Mattel	4:58 pm	racing car toys & Juice Machine
2	Lite Brite (30 sec.)	Hasbro	"	toy
2	Craft Set (30 sec.)	Arts & Crafts Today	"	handicraft
6	Love & friends (30)	Hasbro	5:08	dolls

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Friday, December 3rd, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS	
6	Lite Brite (30 sec.)	Hasbro	5:08 pm	toy - colourful plugs glow with light	
6	Red Cross (1 min.) - message		"	Be a Blood Donor	
6	Bake-a-matic (30 sec)	Peter Austin (toy)	5:22 pm	"she thinks she's so smart, she can bake her own cake etc.	*
6	Etchasketch (30 sec.)	Peter Austin (toy)	"	"a circus of fun in a box" "it's economical ..."	*
6	Cereal (30 sec.)	Quaker Oats Co. Muffets	"	giveaway Flags of the world	
6	PROMO - Bugs Bunny Roadrunner Show		"		
6	Love (30 sec.)	Hasbro	5:29 pm	dolls	
6	Craft sets (30 sec.)	Arts & Crafts Today	"	handicraft sets	
6	Masterpiece (1 min.)	Parker Bros.	5:40 pm	adult game	
6	PROMO - Laugh-In (adult program)		"		
6	Baby Tender Love (30)	Mattel	5:50 pm	talking doll	
6	Sizzlers Fat Track(30)	Mattel	"	"only ..." (no price announced, silence after only)	*
6	PROMO - Curling (Sports program)		"		
6	Rattle Battle (30 s.)	Parker Bros. (game)	5:58 pm	"you can play it for hours"	*
6	Hair Spray (30 sec.)	Protein 21	"		
6	Wildlife message	Canadian Wildlife Service	6:12 pm	about Canadian Black Duck	
6	UNICEF message		6:29 pm		

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on SATURDAY, December 4th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Barbie's ...(30 sec)	Mattel	7:32 am	"Own Action Beauty Scene"
12	Sizzlers (30 sec.)	Mattel	"	racing car toys & Juice Machine
12	Dump trucks (30 sec.)	Tonka	7:47 am	toys
12	Cereal (30 sec.)	Nabisco Shredded Wheat	"	giveaway puppets - Walt Disney characters - make your own theatre *
12	PROMO - Like Young (Pop music program)		"	
12	Rattle Battle (30 s.)	Parker Bros.	7:50 am	game
12	PROMO for "Saturday at the movies"		"	
12	PROMO - Like Young		"	
12	The A.M. Show	CFCF radio	"	
12	PROMO - The Ian Tyson	Show (Country music show)	7:59 am	
6	Barbie (30 sec.)	Mattel	8:38 am	doll
6	Hot Bird (30 sec.)	Mattel (Sky Command Set)	"	toy airplanes
6	Barbie Action (30 sec	Mattel (..Beauty Scene)	"	Barbie doll sold separately
6	Hot Bird (30 sec.)	Mattel (Sky Command Set)	"	same commercial as above in this time segment *
6	Funlight (30 sec.)	Mattel	8:55 am	projector toy
6	Talking Baby (30 sec.	Mattel (..Tender Love)	"	doll
6	Sizzlers (30 sec.)	Mattel (Hot Line Great Freight Set)	"	toy train set
6	Timey Tell (30 sec.)	Mattel	"	Mattel's new doll wears a watch & comes with all these different toys

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, December 4th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO for CBC's children's programs		8:59 am	
12	UNICEF message		"	
12	Billy (30 sec.)	Eldon	9:01 am	toy snomobile set
12	Snowmobile (30 sec.)	Eldon	"	toy racing set
12	Power Play (1 min.)	Marx (Hockey set)	9:12	"It's like playing with the Pros" *
12	PROMO - Anything You Can Do (adult game show)		"	
12	Hotwheels (30 sec.)	Mattel (..picture maker)	9:25 am	toy
12	Living Baby (30 sec.)	Mattel (..Tender Love)	"	doll
12	Dump truck (30 sec.)	Tonka	"	toy
12	PROMO - A Nice Mix (cooking program)		"	
12	Air Cadets	Canadian Armed Forces	9:29 am	
6	PROMO - Children's Special (Horton Hears a Who)		10:29 am	
6	Cereal (30 sec.)	Post Alphabits	10:42 am	
6	Cereal (30 sec.)	Post Honeycomb	"	
6	Love and friends (30)	Hasbro	"	dolls
6	GI Joe (30 sec.)	Hasbro	"	soldier doll "collect series" *
6	Rattle Battle (30 sec	Parker	10:55 am	game
6	Real French Toast (1m	Aunt Jemima	11:08 am	family commercial

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, December 4th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	BakeaMatic (30 sec.)	Peter Austin	11:08 am	toy oven
6	Etchasketch (30 sec.)	Peter Austin	"	"it's like a playmate" *
6	Cross-country Checkup	CBC radio network	11:29 am	subject to be discussed - Advertising for children
12	Pipsqueak people (1m)	Eldon	12:01 pm	squeaky dolls sold separately or in sets
12	Bake-a-matic (30 s.)	Peter Austin	12:10 pm	toy oven
12	Etchasketch (30 sec)	Peter Austin	"	toy *
12	Vitamins (30 sec.)	Flintstone	"	The Flintstone cartoon characters do commercial
12	Boys Clubs of Canada	message	"	
12	Hot Wheels (30 sec.)	Mattel (..Picture maker)	12:18 pm	toy
12	Living Baby (30 sec.)	Mattel (..Tender Love)	"	doll
12	PROMO - Beat the Clock	(adult game show)	"	
12	Scramblers (30 sec.)	Tonka (miniature cars)	"	8 available - each sold separately run without batteries
6	Rumblers (30 sec.)	Mattel (Mean Mountain Set)	5:25 pm	miniature motorcycle toys
6	Shoppin' Sheryl (30)	Mattel	"	and her mini-market
6	Peanut Butter (30 sec	Kraft	"	cartoon bears named Smoothie and Crunchie
6	Vitamins (30 sec.)	Flintstone	"	
6	Funlight (30 sec.)	Mattel	5:42 pm	toy projector
6	Talking Barbie (30)	Mattel	"	teenage doll & her friends

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, December 4th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Softee Toffee (1 min)	Kraft	5:43 pm	candy just for kids (coffee flavour, rum & butter) *
6	Hot Birds (30 sec.)	Mattel	5:50 pm	Sky Command Set
6	Barbie (30 sec.)	Mattel (costumes available separately)	"	all new with Growin' Pretty Hair
6	PROMO - Cannon (adult detective program)		"	
6	PROMO - Cartoon Special (Horton hears a Who)		5:58 pm	
6	Cross Country Checkup	CPC radio network	"	subject to be discussed Children & Advertising
6	Toothpaste (30 sec.)	Colgate	"	free hockey stamps if Mom buys Colgate *

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on SUNDAY, December 5th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Barbie (30 sec.)	Mattel	10:12 am	All new with Growin' pretty hair - doll
6	Hot Birds (30 sec.)	Mattel	"	Sky Command Set - toy planes
6	Hot Wheels (30 sec.)	Mattel	"	train set - track you can buy separately
6	Shoppin' Sheryl (30)	Mattel	"	doll with accessories
6	Rumblers (30 sec.)	Mattel	10:22	Mean Mountain toy Motorcycles
6	Barbie (30 sec.)	Mattel	"	new golden suntan Barbie dolls The Sun set
6	Livin' Baby (30 sec.)	Mattel (..Tender Love)	"	"you'll just love her"
6	Hot Wheels (30 sec.)	Mattel (..Picture Maker)	"	toy

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, December 6th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Power Play (1 min.)	Marx (Hockey game)	11:59 am	Pro Hockey players such as Cournoyer are used in commercial *
12	Don't Break the Ice	Irwin (30 sec.)	12:01 pm	game
12	Tippee-Teepee (30 s.)	Irwin	"	game
12	Hands Down (30 sec.)	Ideal (the good game people)	12:07 pm	shows parents playing with their children in commercial
12	Tip-It (30 sec.)	Ideal	"	game
12	Sure Shot Baseball	Ideal (30 sec.)	"	game
12	Powermite (30 sec.)	Ideal	"	toy power tools - sold separately
12	Chrissie (30 sec.)	Ideal	12:20 pm	and Velvet - doll clothes
12	Bang-Box (30 sec.)	Ideal	"	a box with balloons inside wh you break by banging in nai
12	S.S.P. (30 sec.)	Kenner	"	racing cars - "they go incredibly fast" *
12	Easy Bake Oven (30)	Kenner (with Betty Crocker cake mixes)	"	light bulbs not included no statement of safety features
12	Bath crystals (1 min)	Mr. Bubble	12:29 pm	for children - cleans you up and no bathtub ring
2	Dawn (30 sec.)	Ideal	3:59 pm	"The most beautiful doll in the world" *
2	S.S.P. (30 sec.)	Kenner	4:37 pm	toy racing cars
2	Easy Bake Oven (30)	Kenner	"	comes with Betty Crocker cake mixes
2	Dawn & her friends	Ideal (30 sec.)	"	dolls
2	Dawn (30 sec.)	Ideal (modelling dolls)	"	batteries not included
2	Battling Tops (30 s.)	Ideal	4:48 pm	game

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Monday, December 6th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Hang-on Harvey (30)	Ideal	4:48 pm	game
2	Chrissie (30 sec.)	Ideal	"	doll with long hair
2	Poppin' Hoppies (30)	Ideal	"	game
2	GI Joe (30 sec.)	Hasbro	4:59 pm	"Be sure to get the whole set" - soldier dolls
2	Love (30 sec.)	Hasbro	"	"Look for her in all fine stores"

* N.B.

Matrix of all commercial messages, promos and public service messages carried during

children's programs on TUESDAY, December 7th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Daniel Boone		10:29 am	
12	Funlight (30 sec.)	Mattel	4:05 pm	"shine Funlight on anything"
12	Barbie (30 sec.)	Mattel	"	New Live Action Barbie & P.J.. - dolls
12	Cereal	Wheetabix	4:14 pm	NHL player Norman Ulman does commercial
12	Talking Baby (30 sec.)	Mattel (..Tender Love)	4:24 pm	"All new, brand new"
12	Hot Wheels (30 sec.)	Mattel	"	"Great get-away set"- toy cars
12	Barbie, PJ, Ken (30)	Mattel	"	talking teenage fashion dolls
2	Toothpaste	Colgate	4:29 pm	free hockey player stamps
2	Waffles	Aunt Jemima	"	family commercial
2	Cross Over the Bridge	Irwin (30 sec.)	4:40 pm	game
2	Popomatic (30 sec.)	Irwin	"	toy
2	Dawn's fashions (30)	Ideal	"	doll clothes - "Collect Dawn dolls"
2	Dawn & her friends	Ideal (30 sec.)	"	dolls
2	Thumbalina (30 sec.)	Ideal	4:56 pm	doll
2	Power Mites (30 s.)	Ideal	"	toy power tools
2	S.S.P. (30 sec.)	Kenner	"	toy racing cars
2	Easy-Bake Oven (30 s)	Kenner	"	toy oven
2	Love (3o sec.)	Hasbro	4:59 pm	doll

Matrix of all commercial messages, promos and public service messages carried during children's programs on Tuesday, December 7th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Multifit (30 sec.)	Hasbro	4:59 pm	construction toy -"educational"
6 6	PROMO - CBC children's shows Christmas Seals message		5:10 pm "	
6	PROMO - Friendly Giant		5:20 pm	
6	Safety Message - snowmobile racing is dangerous		"	
6	Rattle Battle (30 s)	Parker Bros.	5:29 pm	game
6	PROMO - Hour Glass (news program)		"	
6	Cereal (30 sec.)	Nabisco Shreddies	5:35 pm	Disney characters used in giveaway mini-puppets
6	PROMO - Laugh-In (adult program)		"	
6	PROMO - Get Together (situation comedy)		"	
6	PROMO - Cartoon Special (Horton Hears a Who)		5:48 pm	
6	Cereal (3o sec.)	Kellogg's Corn Flakes	"	cartoon character Yogi Bear does commercial
6	Cereal (30 sec.)	Kellogg's Sugar Frosted..	"	cartoon character Tony the Tiger - Giveaway Growing Chart
6	Multifit (30 sec.)	Hasbro	5:59 pm	Toy builder set
6	Light-Bright (30 s.)	Hasbro	"	toy

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, December 8th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Le Franbécois		9:29 am	
2	PROMO - Walt Disney Présente		9:59 am	
2	PROMO - Bobino		10:14 am	
2	PROMO - Fanfreluche		10:29 am	
2	PROMO - Yogi et Popotame		10:59 am	
2	PROMO - Grujot et Délicat		11:29 am	
2	Vitamins (30 sec.)	Glycobal	3:48 pm	for children
2	Toothpaste (30 sec.)	Colgate	"	free hockey player stamps *
2	Sure Shot Baseball	Ideal (30 sec.)	"	game
2	Thumbalina (30 sec.)	Ideal (Newborn baby doll)	"	"you've never seen a doll like Thumbalina"
2	Spirograph (1 min.)	Kenner	4:08 pm	allows you to make a million drawings
2	Dawn & friends (1 m.)	Ideal	"	dolls
2	Rotodraw (30 sec.)	Kenner	4:19 pm	game
2	Rotoword (30 sec.)	Kenner	"	game
2	Easy Show (30 sec.)	Kenner	"	toy movie projector
2	Paint Wheels (30 s.)	Kenner	"	makes wonderful drawings
2	Mini-Motorific (30 s)	Ideal	4:29 pm	miniature cars
2	Flatsies (30 sec.)	Ideal	"	miniature one-dimensional dolls

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Wednesday, December 8th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Easy-Bake Oven (1 m.)	(Betty Crocker Kenner cake mixes inc.)	4:36 pm	become a real cake-maker
2	Cereal (1 min.)	Kellogg's Corn Flakes	"	cartoon characters Yogi Bear and Boo Boo *
2	S.S.P. (1 min.)	Kenner	4:46 pm	racing car toys - announcer's voice hardsell
2	Don't Break the Ice	Irwin (30 sec.)	"	game
2	Tippee Teepee (30 s.)	Irwin	"	game
2	GI Joe (30 sec.)	Hasbro	4:59 pm	soldier doll now has hair
6	Gnip-Gnop (30 sec.)	Parker Bros.	5:01 pm	game
6	PROMO - Tween Set		"	
6	Spudsie (30 sec.)	Daisy	5:29 pm	game
6	Twirlapaint (30 sec.)	Daisy	"	toy
6	Living Baby (30 sec.)	Mattel (..Tender Love)	5:40 pm	a new doll
6	Hot Birds (30 sec.)	Mattel (Sky Command Set)	"	toy airplanes
6	Cereal (30 sec.)	Weetabix	5:55 pm	Hockey star Norm Ulman does commercial *
6	Cereal (30 sec.)	Quaker Muffets	"	free Flags of the world
6	Fat Track (30 sec.)	Mattel (California sizzler	5:59 pm	toy racing cars
6	Live Action Barbie,PJ	Mattel (30 sec.)	"	with touch and go stands
6	Hot Wheels (30 sec.)	Mattel	6:12 pm	"New" toy racing cars
6	Live Action Barbie,PJ	Mattel (30 sec.)	"	dolls

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Wednesday, December 8th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Baby Tender Love (30)	Mattel	6:12 pm	Brand new soft - she talks
6	Hot Birds (30 sec.)	Mattel	"	Sky Command Set - toy planes
6	Hot Line (30 sec.)	Mattel (sold separately)	6:24 pm	Great Freight set - trains
6	Timey Tell (30 sec.)	Mattel	"	doll -"tells the time and comes with all these toys"
6	Shoppin' Sheryl (30)	Mattel	"	doll with accessories
6	Rumblers (30 sec.)	Mattel	"	Mean Mountain Set - toy motorcycles

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, December 9th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Alphagetti (30 sec.)	Libby's	8:35 am	"Remember kids, A is for Alphagetti"
12	CFCF Tiny Tim Fund		"	
12	Hot Wheels (30 sec.)	Mattel	8:45 am	"great body style, moveable parts" - toy racing cars
12	Talking Barbie, etc.	Mattel (30 sec.)	"	also PJ & Ken - dolls & costumes sold separately
12	PROMO - Anything You Can Do (Adult game show)		"	"A brand new battle of the sexes"
12	PROMO - A Nice Mix (cooking show)		8:51 am	
12	Easter Seal Society message		"	
2	PROMO - Laurel et Hardy		9:29 am	
2	Love (30 sec.)		12:10 pm	doll with young fashions -look for her in all fine stores
2	Multi-Fit (30 sec.)	Hasbro	"	construction game in fine stores everywhere
6	PROMO - The Rovers		4:35 pm	
6	PROMO - The Wonderful World of Walt Disney		5:05 pm	
6	Canadian Tourist Association message		"	(Winter Wonderland-Niagara Falls)
6	Mentally Retarded Association message		5:21 pm	
6	PROMO - Mr. Dressup		"	
6	Funlight (30 sec.)	Mattel	5:50 pm	toy projector
6	Talking Barbie (30 s)	Mattel	"	says teenage things
6	Cereal (30 sec.)	Kellogg's Sugar Frosted ..	"	with Tony the Tiger
6	Bug Out (30 sec.)	Parker Bros.	"	game

N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, December 10th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Bobino		10:29 am	
6	PROMO - Children's Cinema		10:59 am	
12	Barbie Fashion ..(30)	Mattel (..Picture Maker)	4:05 pm	toy
12	Talking Barbie, (30)	Mattel (..PJ and Ken)	"	dolls "teenagers love to talk"
12	Hotfoot Poweride (30)	Eldon	4:12 pm	toy
12	Billy Snow Scout (30)	Eldon	"	toy
12	Billy Snowmobile (30)	Eldon	"	toy
12	Talking Barbie, (30)	Mattel (..PJ and Ken)	"	same commercial as above *
12	Movie (Black Beauty)	showing at Fairview Cinema	4:25 pm	(1 minute)
12	Talking Barbie, (30)	Mattel (..PJ and Ken)	4:29 pm	once again same commercial as above during half-hour program *
12	Fat Track (30 sec.)	Mattel (with Juice Machine)	"	"now sizzlers hold the track"
12	Hot Wheels.. (30 s.)	Mattel (..Picture Maker)	4:33 pm	toy
12	Baby Tender Love (30)	Mattel	"	doll -"she's a baby you can love"
12	S.S.P. (30 sec.)	Kenner	4:43 pm	toy racing cars - "no other cars are like them" *
12	Easy Bake Oven (30 s)	Kenner	"	toy with real Betty Crocker cake mixes
12	Living Baby.. (30 s)	Mattel (..Tender Love)	"	doll - "you can splash & play in the water with her"
12	Motorific (30 sec.)	Ideal	4:55 pm	"Computer car" - toy
12	Motorific... (30)	Ideal (..Shark Pack)	"	toy boats

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Friday, December 10th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	PROMO - Beat the Clock	(adult game show)	4:55 pm	
12	Canadian Post Office	message - mail early	"	
12	Baby Tender Love (30)	Mattel	4:59 pm	doll - a bow in her hair - you pull it makes her talk
12	Fat Track Sizzlers	Mattel (30 sec.)	"	toy racing cars
2	Ker-Plunk (30 sec.)	Ideal	5:09 pm	game with mini-balls
2	Kwick Shoot (30 sec.)	Ideal	"	game with balls
2	Mini-motorific (30)	Ideal	"	miniature cars batteries not included
2	Flatsies (30 sec.)	Ideal	"	miniature one-dimensional dolls
2	S.S.P. (30 sec.)	Kenner	5:19 pm	toy racing cars
2	Easy-Bake Oven (30)	Kenner	"	toy oven
2	The Wall Walker (30)	Kenner	"	toy
2	Spirofoil (30 sec.)	Kenner	"	craft project
2	Sure Shot Hockey (30)	Ideal	5:30 pm	game
2	Buckaroo (30 sec.)	Ideal	"	game
2	Newborn Thumbalina	Ideal (30 sec.)	"	baby doll
2	Power-mites (30 sec)	Ideal	"	toy power tools
2	Toss a Cross (30 sec)	Ideal	5:40 pm	game like Tic tac toe
2	Sure Shot Baseball	Ideal	"	game

Matrix of all commercial messages, promos and public service messages carried during children's programs on Friday, December 10th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Chrissie (30 sec.)	Ideal	5:40 pm	doll with growing hair
2	Poppin' Hoppies (30)	Ideal	"	toy
2	Motorific (30 sec.)	Ideal (Computer Cars)	5:53 pm	toys
2	Motorific... (30 s.)	Ideal (..Shark Pack)	"	toys - 4 different pilot disks
6	YWCA (1 minute) message to join		6:10 pm	commercial addressed to youngsters
6	UNICEF message - buy cards		6:25 pm	
6	PROMO - The Nature of Things		6:29 pm	
12	Beefaroni, Beefagetti	Chef Boyardee ~~(1 minute)~~	7:12 pm	food
12	Cream rinse (30 sec.)	Johnston's No More Tangles	"	"first cream rinse for children"
12	Baby Shampoo (30 sec.	Johnston's	"	shampoo
12	Ravioli, Spaghetti	Chef Boyardee (1 minute)	7:27 pm	food
12	Soft drink (1 min.)	Seven-Up	7:29 pm	muppet type monster does comm. soft drink

Matrix of all commercial messages, promos and public service messages carried during

children's programs on SATURDAY, DECEMBER 11th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Fat Track (30 sec.)	Mattel	8:37 am	includes 2 sizzlers cars & Juice machine
6	Sun Tan Barbie (30)	Mattel	"	dolls - The Sun Set
6	Hot Line (30 sec.)	Mattel	"	Great Freight Set - toy trains
6	Timey Tell (30 sec.)	Mattel	"	New doll with watch
6	Shoppin' Sheryl (30)	Mattel	8:46 am	doll with mini-market -
6	Rumbler (30 sec.)	Mattel	"	Mean Mountain Set toy motorcycles
6	Barbie Fashion (30)	Mattel (..Picture Maker)	"	toy
6	Talking Barbie (30 s)	Mattel	"	teenage fashion doll
6	Play-Doh (30 sec.)	Parker Bros.	9:10 am	they explain Play-Doh doesn't really roll around & make things itse
6	Multi-Fit Toy Builder	Hasbro (30 sec.)	"	"you can make your own toys"
6	Lite-Brite (30 sec.)	Hasbro	"	toy
2	PROMO - Daktari		9:29 am	
2	Coccinelle	Dimanche Matin	9:40 am	children's section in newspaper
2	PROMO - Mon Ami Ben		"	
2	Love (30 sec.)	Hasbro	"	doll
2	GI Joe (30 sec.)	Hasbro	"	soldier doll
2	PROMO - Daniel Boone		9:59 am	
12	Spudsie (30 sec.)	Daisy	10:01 am	the Hot Potato game

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, December 11th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Twirl-a-paint (30 s.)	Daisy	10:01 am	craft project
12	Timey Tell (30 sec.)	Mattel	9:07 am	doll - "tells you what time it is & what to do now"
12	Fat Track (30 sec.)	Mattel (& Sizzlers)	"	"The Big Old Race Set"
12	Cereal (30 sec.)	Nabisco Shreddies	"	puppets free in package
12	PROMO - Story Theatre ("for the child in all of us")			
12	Scramblers (30 sec.)	Tonka (toy cars)	9:15 am	"they run without batteries, 8 available, sold separately"
12	PROMO - Rollin' on the River (music program)		"	
12	PROMO - Grand Prix Wrestling (sports program)		"	
12	PROMO - Bing Crosby Christmas Special		9:29 am	
12	Snowmobile Racers (30	Eldon	10:31 am	toys "you control the speed"
12	Power-ride Hot Foot	Eldon (30 sec.)	"	toys "drag with anyone ..."
12	Cereal (30 sec.)	Kellogg's Corn Flakes	10:40 am	Yogi & Boo do commercial
12	Cereal (30 sec.)	Kellogg's Sugar Frosted F.	"	free Tony the Tiger Grow Chart
12	PROMO - Animated Christmas Fables - Specials		"	
12	Living Baby ..(30 s.)	Mattel (..Tender Love)	10:47 am	doll
12	PROMO - Beat the Clock (adult game show)		"	
12	Candy (30 sec.)	Tootsie Pop	"	for kids
12	Loadmaster (30 sec.)	Tonka	"	toy

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, December 11th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS	
2	Easy Show (30 sec.)	Kenner (..Movie Projector)	11:08 am	toy	
2	Spirotot (30 sec.)	Kenner	"	toy	
2	Perquackey (30 sec.)	Irwin	"	word game	
2	Aggravation (30 sec.)	Irwin	"	game	
2	Motorific (30 sec.)	Ideal	11:19 am	toy "Computer cars"	
2	Motorific Shark Pack	Ideal (30 sec.)	"	toy boats	
2	Battling Tops (30 s)	Ideal	"	game	
2	Hang-On Harvey (30)	Ideal	"	toy	
2	PROMO - Voyage au Fond des Mers		11:29 am		
2	Love dolls (30 sec.)	Ideal	11:40 am	"the most beautiful dolls in the world"	*
2	Dawn & friends (30)	Ideal	"	"get one" - dolls	*
2	Chrissy (30 sec.)	Ideal	"	doll - "a new hair-do with each costume"	*
2	Bang-Box (30 sec.)	Ideal	"	toy - "get one"	
2	Don't Cook your Goose	Irwin (30 sec.)	11:52 am	game	
2	Ants In the Pants (30	Irwin	"	game	
2	Easy Bake Oven (30 s.	Kenner	"	toy	
2	Don't Break the Ice	Irwin (30 sec.)	11:59 am	game	
2	Tippee Teepee (30 sec)	Irwin	"	game	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, December 11th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Honey (30 sec.)	Kraft	5:09 pm	cartoon "you can't fool the honey bunny"
6	Fat Track (30 sec.)	Mattel	"	toy racing cars
6	Live Action Barbie	Mattel (..& friends) (30)	"	dancing dolls
6	Sky Command Set (30)	Mattel	5:22 pm	with 2 Hot Birds
6	Barbie (30 sec.)	Mattel (..Growin' Pretty Hair)	"	doll with hair that lets her be a bride, a teenager -
6	PROMO - Carol Burnett	Show (adult comedy show)		
6	UNICEF message		5:31 pm	
6	Mean Mountain Set (30	Mattel	5:45 pm	toy motorcycle
6	Live Action Barbie	Mattel (30 sec.)	"	"fashion dolls you can really move"
6	Action Beauty Scene	Mattel (30 sec.)	5:50 pm	toy
6	Peanut Butter (30 s)	Kraft	"	cartoon - Smoothie & Crunchie

Matrix of all commercial messages, promos and public service messages carried during children's programs on SUNDAY, December 12th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Live Action Barbie	Mattel (30 sec.)	6:17 pm	"on stage - fashion dolls that you can really move"
6	Fat Track (30 sec.)	Mattel	6:27 pm	(California 500 race set) toy cars

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, December 13th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Maigrichon et Gras-Double		9:27 am	
2	PROMO - Sol et Gobelet		"	
2	PROMO - Fanfreluche		"	
2	PROMO - Major Plum Pouding		"	
2	PROMO - Grujot et Délicat		"	
2	PROMO - Bobino		"	
2	PROMO - Daktari		9:59 am	
2	PROMO - Daniel Boone		10:14 am	
2	PROMO - Maigrichon et Gras-Double		10:44 am	
2	PROMO - Sol et Gobelet		"	
2	UNICEF message		"	
6	Love (1 min.)	Ideal	5:08 pm	doll - "today's teenager in basic outfit"
6	Kits (1 min.)	Arts & Crafts Today	"	handicraft projects
6	Cereal (30 sec.)	Muffets	5:16 pm	free Flags of the World
6	PROMO - The Irish Rovers (music program)		"	
6	PROMO - Canadian Sports Test (Special)		"	
6	Bug Out (30 sec.)	Parker Bros.	5:28 pm	"exciting new family game"

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, December 14th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS	
12	Cereal	Weetabix	4:02 pm	NHL Hockey Player Norm Ulman - "okay kids, remember..."	*
6	PROMO - Canadian Sports Test		4:40 pm		
2	PROMO - Major Plum Pudding		4:59 pm		
2	Don't Spill the Beans	Irwin (30 sec.)	5:17 pm	game	
2	Cootie (30 sec.)	Irwin	"	toy	
2	Tumble Bug (30 sec.)	Irwin	"	toy	
2	Slinky (30 sec.)	Irwin	"	toy - you should have your own Slinky	*
2	Dawn's Fashions (30)	Ideal	5:27 pm	doll's clothes - you'll like having the whole collection	
2	Dawn & Friends (30)	Ideal	"	dolls	
2	S.S.P. (30 sec.)	Kenner	"	get the accessories for more fu racing car toys	*
2	Easy-Bake Oven (30)	Kenner	"	toy oven	
2	Battling Tops (30 s.)	Ideal	5:40 pm	toy	
2	Hang-On Harvey (30)	Ideal	"	toy - do you have one?	
2	Hands Down (30 sec.)	Ideal ("The best game peopl	)"	game	
2	Tip-It (30 sec.)	Ideal	"	game	
2	Velvet & Chrissie	Ideal (1 min.)	5:51 pm	dolls - the important thing is hair	
2	Don't Cook Your Goose	Irwin (30 sec.)	"	game	
2	Ants in the pants	Irwin (30 sec.)	"	game	
2	S.S.P. (30 sec.)	Kenner	5:59 pm	repeat same commercial	*

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Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, December 15th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Fanfreluche		10:14 am	
2	PROMO - Grujot et Délicat		10:29 am	
6	PROMO - Mr. Dressup		10:44 am	
6	PROMO - Reach for the Top (highschool quiz show)		10:59 am	
12	Motorific (30 sec.)	Ideal	12:01 pm	toy computer car - car of the future
12	Motorific (30 sec.)	Ideal	"	Shark Pack - toy boats "cruise 'em, race 'em"
12	Ants in the Pants	Irwin (30 sec.)	12:08 pm	game
12	Don't Cook your Goose	Irwin (30 sec.)	"	"silly new fun game"
12	Ker Plunk (30 sec.)	Ideal (the good game people)	"	game
12	Quick shoot (30 sec.)	Ideal	"	game
12	Perquackey (30 sec.)	Lakeside	12:20 pm	game
12	Kismet (30 sec.)	Irwin	"	"the family game"
12	Dawn & friends (30 s)	Ideal	"	dolls - "so beautiful we made a special TV commercial"
12	Dawn (30 sec.)	Ideal (doll walks and makes fashion turns)	"	"get the Dawn Fashion Show with the most beautiful doll in all creation *
12	Cereal (30 sec.)	Kellogg's Sugar Frosted F	12:28 pm	with Tony the Tiger
2	Children's Vitamins	Glycobal (30 sec.)	3:58 pm	
2	PROMO - Le Gourmet Farfelu (cooking show)		"	
2	Easy-Show (30 sec.)	Kenner	"	toy - movie projector

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Wednesday, December 15th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Spirotot (30 sec.)	Kenner	3:58 pm	drawing toy for small children
2	Battling Tops (30 s)	Ideal	4:10 pm	toy
2	Hang-On-Harvey (30)	Ideal	"	toy
2	Don't Break the Ice	Irwin (30 sec.)	"	game
2	Tippee Teepee (30 s)	Irwin	"	game
2	Motorific Computer Car	Ideal (30 sec.)	4:20 pm	toy racing cars
2	Motorific Shark Pack	Ideal (30 sec.)	"	toy boats
2	Paint Wheels (30 sec)	Kenner	"	toy
2	Easy-Show (30 sec.)	Kenner	"	toy movie projector
2	Battling Tops (30 s.)	Ideal	4:29 pm	repeat of same commercial as above *
2	Hang-On-Harvey (30)	Ideal	"	repeat of above commercial *
6	PROMO - Winter Olympics on CBC network		4:27 pm	
6	PROMO - Canadian Sports Test		4:50 pm	
2	Dawn & Friends (30 s)	Ideal	4:59 pm	dolls
2	Hair colouring (30)	New Dawn	5:15 pm	adult commercial
2	Shampoo (30 sec.)	Albert VO_5	"	adult commercial
2	Bath crystals (30 s)	Mr. Bubble	5:27 pm	for kids
2	Sure-Shot Hockey (30)	Ideal	"	game

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Wednesday, December 15th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Buckaroo (30 sec.)	Ideal	5:27 pm	toy
2	Spudsie (30 sec.)	Daisy	5:42 pm	the "hot potato" game
2	Twirlopaint (30 sec)	Daisy	"	toy *
2	Cereal (30 sec.)	Kellogg's Cornflakes	"	with Yogi Bear
2	Chrissie & Velvet	Ideal(30 sec.)	5:54 pm	dolls with long hair
2	Bang-Box (30 sec.)	Ideal	"	toy
2	"Les Aristochats"	Walt Disney movie	5:57 pm	coming to local cinemas
2	Ker Plunk (30 sec.)	Ideal	5:59 pm	game
2	Quick Shoot (30 sec)	Ideal	"	game
6	Sky Command (30 sec.)	Mattel	6:09 pm	toy airplanes
6	Talking Barbie (30)	Mattel	"	doll
6	Fat Track (30 sec.)	Mattel	"	toy racing cars
6	Living Baby (30 sec.)	Mattel (..Tender Love)	6:15 pm	doll
6	Rumbler (30 sec.)	Mattel (Mean Mountain set)	"	toy motorcycles
6	Hot Line (30 sec.)	Mattel (Great Freight set)	"	toy trains
6	Timey Tell (30 sec.)	Mattel	"	doll

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, December 16th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	PROMO - Animated Christmas Fables (Special)		8:14 am	
12	Boys Club of Canada message		8:29 am	
12	PROMO - Taping Like Young		"	
12	Safety message - Canadian Safety Council		8:35 am	warning to young boys about blasting caps
12	PROMO - Replay Sports '71		8:45 am	
12	Tiny Tim Fund message		"	
12	Make donations		8:51 am	
12	Chiropracter		"	adult commercial
12	PROMO - Beat the Clock (adult game show)		8:58 am	
12	CFQR-FM radio			adult commercial
12	Alphagetti	Libby's	9:05 am	food
12	UNICEF - send card and help a child		9:14 am	
12	PROMO - Ultraman, Dastardly & Muttley, Perils of P.		"	"It's a children's world on Sat. mornings on CFCF"
12	PROMO - Funny Face (situation comedy)		9:25 am	
12	PROMO - Beat the Clock (adult game show)		"	
12	Fire prevention warning - safety message		"	
12	PROMO - A Nice Mix (cooking show)		9:29 am	
6	PROMO - Getting Together (evening family show)		9:44 am	

Matrix of all commercial messages, promos and public service messages carried during children's programs on Thursday, December 16th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - Suivez la Piste (learn French program)		9:59 am	
6	PROMO - Reach for the Top (highschool quiz show)		10:59 am	
2	PROMO - La souris verte		"	
2	La Souris verte	Radio-Canada	11:29 am	six games sold everywhere *
2	Etchasketch (30 sec.)	Peter Austin	11:35 am	"everybody likes it"
2	Bake-o-matic (30 sec)	Peter Austin	"	toy oven with Pillsbury mixes
2	PROMO - Les Pierrafeu		11:59 am	
12	Easy-Show (30 sec.)	Kenner	4:32 pm	toy movie projector
12	Paint Wheels (30 s.)	Kenner	"	toy
12	Foster Parents Plan of Canada message		4:40 pm	
12	Chrissie (30 sec.)	Ideal	"	doll - "beautiful hair that grows"
12	Poppin' Hoppies (30)	Ideal	"	toy
12	National Park Service, Ottawa		4:54 pm	for information about Canada's wildlife
12	PROMO - Grand Prix Wrestling		"	
6	PROMO - Alphabet Soup		5:04 pm	
6	Canadian Dental Association message		"	"watch out for gum disease"
6	PROMO - Mr. Dressup		5:24 pm	
6	Canadian Wildlife Association (the Black Duck)		"	
6	Pug-Out (30 sec.)	Parker Bros.	5:29 pm	game

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, December 17th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Mon ami Ben		9:28 am	
2	PROMO - Robin Fusée		"	
2	PROMO - Lassie		"	
2	PROMO - Laurel et Hardy		"	
2	PROMO - Tarzan		9:59 am	
6	PROMO - Children's Cinema		10:29 am	
2	PROMO - Bobino		10:59 am	

Matrix of all commercial messages, promos and public service messages carried during children's programs on SATURDAY, December 18th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Mon Ami Ben		9:29 am	
6	PROMO - Children's Cinema		9:59 am	
2	PROMO - Daniel Boone		"	
2	PROMO - La souris verte		10:28 am	
2	PROMO - Walt Disney Présente		"	
2	Spudsie (30 sec.)	Daisy	10:58 am	game
2	Twirl-o-paint (30 s.)	Daisy	"	toy
2	Chrissie (30 sec.)	Ideal	"	doll
2	Poppin' Hoppies (30)	Ideal	"	toy
12	"Bedknobs and Broomsticks"	Walt Disney movie	11:01 am	film at local cinemas
12	Ken Dobson Morning Show - CFCF radio		"	
12	Pipsqueak People (30)	Eldon	11:10 am	sold in sets or separately
12	CFCF Tiny Tim Fund		"	
12	PROMO - Sonny & Cher Comedy Hour		11:18 am	
12	Care packages - message		"	
12	PROMO - Taping Like Young (teenage music show)		11:28 am	"win cash prizes"
12	Bake-a-matic (30 sec.)	Peter Austin	11:31 am	"so simple - special safety oven door lock"
12	Etchasketch (30 sec.)	Peter Austin	"	"sensibly priced"

Matrix of all commercial messages, promos and public service messages carried during children's programs on SATURDAY, December 18th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Battle Battle (30)	Parker Bros.	11:38 am	game
12	PROMO - Beat the Clock tapings (adult game show)		"	
12	PROMO - A Nice Mix (cooking show)		"	
12	PROMO - Animated Christmas Fables (Special)		11:50 am	
12	PROMO - Holiday Feature Movies on CFCF-TV		"	
12	PROMO - Doris Day Show (situation comedy)		"	
12	PROMO - Saturday afternoon movie & late movie		"	
12	A.M. show - CFCF radio		11:59 am	
12	Billy Snowscout (30)	Eldon	12:01 pm	toy
12	Snowmobile racers	Eldon (30 sec.)	"	"why don't you get an Eldon snowmobile set?"
12	Safety caution re blasting caps		12:08 pm	
12	PROMO - Montreal Bulletin Board - CFCF-TV		"	
12	Screen Gems is looking for people to audition		"	for TV shows
12	PROMO - Green Acres (morning situation comedy)		"	
12	PROMO - Like Young (teenagers music program)		12:18 pm	
12	PROMO - Ian Tyson Show (music show)		"	
12	PROMO - Matinee Joe Yan (afternoon movie)		12:28 pm	
12	CFCF radio news		"	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, December 18th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	PROMO - Grand Prix Wrestling		12:32 pm	
12	PROMO - Anything You Can Do (adult game show)		"	
12	PROMO - Here Come the Seventies (Special)		12:45 pm	
12	PROMO - Love American Style (adult drama)		"	
12	CFCF radio morning shows		"	
12	Pipsqueak people (30)	Eldon	12:55 pm	toys
12	PROMO - McGowan & Co. (talk show)		"	
6	PROMO - Hockey Night in Canada		1:12 pm	
6	PROMO - Update (news program)		1:25 pm	
6	PROMO - Walt Disney		1:42 pm	
6	PROMO - National Football League games on CBC		"	
6	Canadian Wildlife Association message		1:54 pm	
6	PROMO - Flip Wilson (adult comedy hour)		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on SUNDAY, December 19th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - La souris verte		9:28 am	
2	PROMO - Sol et Gobelet		"	
2	PROMO - Daktari		"	
2	Les six jeux de La souris verte - Radio-Canada		9:59 am	six games to please all youngsters
6	Canadian Red Cross safety message		10:10 am	
6	Canadian Wildlife Service message		"	
6	Safety message about electrical hazards		10:18 am	
6	Pollution warning message		"	
12	Newborn Thumbalina	Ideal (30 sec.)	1:02 pm	doll
12	Powermite Tools (30)	Ideal	"	"sold separately, own battery source"
12	Battling Tops (30 s.)	Ideal	1:15 pm	toy
12	Hang-On Harvey (30)	Ideal	"	game
12	S.S.P. (30 sec.)	Kenner	"	"10 brand new racers - drag-racing"
12	Easy-Bake Oven (30 s)	Kenner	"	Betty Crocker mixes, light bulb not included
12	Chrissy & Velvet's..	Ideal (..super new clothes)	1:24 pm	dolls' clothes
12	Bang-Box (30 sec.)	Ideal (the good game people)	"	toy
12	Ker-Plunk (30 sec.)	Ideal	"	game
12	Quick Shoot (30 sec.)	Ideal	"	game
12	"Bedknobs & Broomsticks" Walt Disney movie		1:29 pm	showing at local cinemas

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* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, December 20th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Pollution warning - join STOP		8:27 am	
12	PROMO - Joe Van Matinee (afternoon movie)		"	
12	PROMO - Holiday Season programs on CFCF-TV		8:35 am	
12	Easter Seal Society - make donations		8:45 am	
12	PROMO - Ian Tyson Show (country music program)		"	
12	Safety warning - blasting caps		8:47 am	
12	PROMO - Ultraman, Dastardly & Muttley, Perils of P.		"	
12	PROMO - Christmas Specials on CFCF-TV		"	
12	Boys' Club of Canada		8:59 am	
2	PROMO - Maigrichon et Gras Double		10:14 am	
2	PROMO - Daktari		10:29 am	
2	PROMO - Fanfreluche,	Maigrichon et Gras Double	10:44 am	
2	PROMO - Christmas Special		"	
2	PROMO - A la Seconde (adult quiz show)		10:59 am	
2	"Lucky Luke" movie playing at local cinemas		11:37 am	children's film
12	Sewing gadget	Buttoneer	4:31 pm	adult commercial
12	PROMO - Edith Serei (adult program - beauty advice)		4:37 pm	
12	PROMO - Sports Beat '71		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on Monday, December 20th, 1971 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	PROMO - Green Acres	(morning situation comedy)	4:37 pm	
12	PROMO - Kareen's Yoga	(morning program)	"	
12	CARE packages message		4:45 pm	
12	Safety message re fire prevention		"	
6	PROMO - Tommy Banks	(musical show)	4:59 pm	
6	Cereal (30 sec.)	Nuffets	5:09 pm	free Flags of the World
6	PROMO - Suivez la Piste	(French course)	"	
6	Hire on the basis of merit message		"	
6	PROMO - Drop-In		5:17 pm	
6	PROMO - Helicopter Holy Land	(Special)	"	
6	PROMO - Alphabet Soup		5:29 pm	
6	Cereal (30 sec.)	General Mills Cheerios	5:58 pm	free matchbox car and track

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, December 21st, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Sol et Gobelet		11:29 am	
2	PROMO - Daniel Boone		11:59 am	
12	Kingdom of the Dead - movie		12:01 pm	
12	Cereal (30 sec.)	Kellogg's	12:07 pm	free toy animals with Raisin Bran & Rice Crispies
12	Cereal (30 sec.)	Kellogg's	"	free Tony the Tiger Grow Chart
12	Care packages message		"	
12	"The Living Desert & the Vanishing Prairie"		12:17 pm	Walt Disney movie coming to local cinemas
12	TV shopping bag at CFCF tapings		"	
12	Safety message - warning re blasting caps		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, December 22nd, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Bobino		10:29 am	
6	PROMO - CBC children's programs		5:40 pm	
6	Cereal (30 sec.)	Muffets	5:55 pm	free Flags of the world
6	Cereal (30 sec.)	General Mills Cheerios	5:59 pm	free racing cars
6	PROMO - CBC children's programs		6:10 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, December 23rd, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Bath crystals (30 s.)	Mr. Bubble	4:27 pm	for children
2	PROMO - Children's programs on R-C network		"	
2	"Lucky Luke" movie playing at local cinemas		"	children's film
2	Cereal (30 sec.)	Kellogg's Sugar Frosted F.	4:42 pm	
2	PROMO - La souris verte		"	
2	Drive Safely - Dept. of Transportation message		4:58 pm	
2	"Lucky Luke" movie showing at local cinemas		"	
2	"Lucky Luke" as above		5:35 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, December 24th, 1971

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - Mr. Dressup		9:59 am	
6	PROMO - Tween Set		10:29 am	
6	PROMO - Mr. Dressup		10:44 am	

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, January 6th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Le Télé-chrome		10:29 am	
2	PROMO - Au jardin de	Pierrot	10:44 am	
2	three puzzles (30 s.)	Radio-Canada	"	sold everywhere
2	PROMO - Le roi Léo		10:59 am	
6	Kit Kat (30 sec.)	Rowntree	"	chocolate bar
2	PROMO - Major Plum Pouding		3:59 pm	
2	PROMO - Télé-chrome		4:28 pm	
2	Bath crystals (30 s)	Mr. Bubble	"	for children
2	Lucky Luke movie	playing at local cinemas	"	
12	Vitamins (30 sec.)	Flintstone	4:40 pm	one a day
12	CFCF booth at Auto '72	Place Bonaventure	"	
12	PROMO - Untamed World	(nature program)	4:48 pm	
12	Grand Prix Wrestling	at Forum	"	
12	PROMO - Me and the Chimp	(situation comedy)	4:53 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, January 7th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Four Puzzles (1 min)	Radio-Canada	9:14 am	on sale everywhere
2	PROMO - Bobino		9:44 am	
2	PROMO - Yogi et Popotame		10:14 am	
2	PROMO - Le Roi Léo		10:29 am	
2	PROMO - Le Prince Saphir		10:59 am	
2	Vitamins (30 sec.)	Chocks	4:29 pm	for children
2	PROMO - Les Chiboukis		"	
2	PROMO - Le sac à malice		4:59 pm	
2	Cereal (30 sec.)	Kellogg's Froot Loops	"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on SATURDAY, January 8th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	CFCF booth at Auto Show, Place Bonaventure		8:15 am	
12	Boys' Club of Canada message		"	
12	Canada Manpower Centre message		8:23 am	
12	PROMO - The River Queen (music program)		"	
12	PROMO - Like Young (teenagers' program).		"	
12	PROMO - The Human Years (special)		"	
12	Vitamins (30 sec.)	Flintstone	8:32 am	
12	CFCF radio - Doris Clark Consumer Report (30 s.)		"	
12	Canadian Dental Association message		8:40 am	health habits
12	Safety message - re blasting caps		"	
12	Canadian Bible Society		8:50 am	
12	PROMO - Untamed World (nature program)		8:50 am	
12	PROMO - Beat the Clock (adult game show)		"	
12	PROMO - Room 222 (drama)		8:59 am	
12	Cereal (30sec.)	General Mills Cheerios	9:02 am	free race car, super loop
12	PROMO - Kareen's Yoga (exercise program)		"	
12	Anglican, Roman Catholic and United Church of Canada		9:12 am	message
12	PROMO - Doris Day (situation comedy)		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, January 8th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Dawn (1 min.)	Ideal	11:52 am	doll with latest fashion styles and accessories
2	PROMO - Camera-Moto	(youth program)	11:58 am	
2	PROMO - 100 filles à	marier (western)	"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on SUNDAY, January 9th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Super Bravo	Johnson's floor wax	6:15 pm	
6	Headache tablets	Anacin	"	
6	Face cream	Noxzema	"	
6	Insurance	Metropolitan Life	6:30 pm	
6	Gas and oil	Gulf	"	
6	Nasal mist	Dristan	6:38 pm	
6	Klear	Johnson's floor wax	"	
6	Bleach	Javex	"	
6	Fabric softener	Fleecy	"	
6	Cereal	Kellogg's Cornflakes	6:48 pm	
6	Cereal	Kellogg's Bran Flakes	"	
6	Insurance	Metropolitan Life	"	
6	Throat gargle	Colgate 100	"	
6	Song of the South	Walt Disney movie	6:58 pm	coming to local cinemas
6	Pudding	Nestle's	"	
6	Instant coffee	Nescafé	"	
6	PROMO - Elizabeth R (drama)		"	
6	PROMO - The Nature of Things (nature program)		7:08 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on Sunday, January 9th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - This Land (documentary)		7:22 pm	
6	Tea	Salada	"	
6	PROMO - Mr. Dressup		7:29 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, January 10th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Les Jeux Olympiques		9:29 am	
2	PROMO - Verso (educational program)		"	
2	PROMO - Le Gourmet Farfelu (cooking program)		9:59 am	
2	PROMO - Mon Ami Ben		10:14 am	
2	PROMO - Nic et Pic		10:29 am	
2	PROMO - Maigrichon et Gras-Double		10:43 am	
2	PROMO - Bobino		"	
2	PROMO - Daktari		"	
6	Cereal (30 sec.)	Kellogg's Rice Crispies	10:59 am	
6	Red Cross message		11:59 am	
12	Kit Kat (30 sec.)	Rowntree	12:01 pm	chocolate bar
12	PROMO - Edith Serei (beauty show)		"	
12	Cereal (30 sec.)	Post Sugar Crisp	12:12 pm	
12	Cereal (30 sec.)	Post	"	hockey shooters free in Post cereals
12	Candy (30 sec.)	Tootsie Rolls	"	
12	Frozen waffles (30 s)	Aunt Jemima	"	food
12	PROMO - Ultraman, Dastardly & Muttley, Perils of P.		12:25 pm	
12	Grand Prix Wrestling Spectacular		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on Monday, January 10th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Snack Bar (30 sec.)	Cadbury	12:25 pm	chocolate bar
12	PROMO - Me and the Chimp		12:29 pm	
2	PROMO - Madame et son fantôme (situation comedy)		3:58 pm	
2	PROMO - L'école chez-vous (educational program)		"	
2	Vitamins (30 sec.)	Glycobal	"	for children
2	Cereal	Kellogg's Sugar Pops	4:12 pm	with Woody Woodpecker *
2	PROMO - Grujot et Délicat		4:28 pm	
2	PROMO - Daniel Boone		"	
2	Vitamins (30 sec.)	Pals'	"	join Pals' Club
2	PROMO - Le sac à malice		4:58 pm	
2	PROMO - Télé-chrome		"	
2	Safety Council message - don't drink and drive		"	
2	Cereal (30 sec.)	Kellogg's Frosted Flakes	"	
6	Don't smoke message		5:08 pm	
6	PROMO - In the Mood (music program)		"	
6	Vernon B.C. - skiing		5:17 pm	
6	PROMO - Singalong Jubilee		"	
6	PROMO - The Nature of Things (nature program)		5:20 pm	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Monday, January 10th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - All in the Family (situation comedy)		5:50 pm	
6	Detergeant	Cheer	"	
6	Cereal (30 sec.)	Count Chocula, Frankenberry)	5:59 pm	
6	Cough Syrup	Vick's	6:18 pm	good for the whole family

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, January 11th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Walt Disney Présente		10:14 am	
2	PROMO - Daniel Boone		10:29 am	
2	PROMO - Ma Sorcière bien aimée (sit com)		"	
2	PROMO - Robin Fusée		4:29 pm	
2	Vitamins (30 sec.)	Pals'	"	join Pals' Club
2	Cereal (30 sec.)	Post Sugar Crisp, Honey Crisp	4:49 pm	
2	Cereal (30 sec.)	Post Alpha-Bits	"	
2	PROMO - Clak		4:56 pm	
2	PROMO - Lassie		4:57 pm	
2	PROMO - Nic et Pic		"	
2	Vitamins (30 sec.)	Chocks	"	using Asterix characters
2	Cereal (30 sec.)	Kellogg's Froot Loops	"	
2	Cereal (30 sec.)	Kellogg's Sugar Pops	"	with Woody Woodpecker
6	PROMO - Singalong Jubilee (music program)		5:12 pm	
6	Canadian Wildlife Association (Ruffed Grouse)		"	
6	PROMO - The Friendly Giant		5:22 pm	
6	PROMO - Mary Tyler Moore Show (sit com)		"	
6	Cereal (30 sec.)	Kellogg's Sugar Pops	5:38 pm	with Woody

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, January 12th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Nic et Pic		10:14 am	
2	Cereal (30 sec.)	Post Honeycomb	4:10 pm	
2	Cereal (30 sec.)	Post	"	free hockey figures
2	PROMO - Le Grand Chapparal (western)		4:28 pm	
2	PROMO - Walt Disney Présente		"	
2	Vitamins (30 sec.)	Pals'	"	Pals' Club
2	Cereal (30 sec.)	Kellogg's Sugar Pops	4:40 pm	Woody Woodpecker *
2	Peanut Butter (30 s)	Kraft	"	with Cremo & Croco
2	Honey (30 sec.)	Kraft	4:52 pm	with the honey bunny
2	Caramels (30 sec.)	Kraft	"	candy
2	PROMO - Lassie		4:58 pm	
6	Caramilk (30 sec.)	Cadbury	5:42 pm	chocolate bar
6	Snack Bar (30 sec.)	Cadbury	"	chocolate bar
6	Cereal (30 sec.)	Post Alpha-Bits	"	
6	Cereal (30 sec.)	Post	"	free hockey shooters
6	Vitamins (30 sec.)	Multiple	5:52 pm	
6	PROMO - Tween Set		"	
6	PROMO - Hart & Lorne Terrific Hour (Special)		"	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Wednesday, January 12th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	COMMENTS
6	Cereal (30 sec.)	General Mills Cheerios	5:58 pm
6	PROMO - Hour Glass (news program)		"
6	PROMO - O'Hara U.S. Treasury (detective show)		6:28 pm

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, January 13th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Tarzan		10:14 am	
2	PROMO - Robin-Fusée		10:29 am	
6	Vitamins (30 sec.)	Pals'	10:44 am	Pals' Club
6	PROMO - Mr. Dressup		"	
6	Smarties (30 sec.)	Rowntree	10:59 am	candy
6	Coffee Crisp (30 s.)	Rowntree	"	chocolate bar
6	Red Cross message		11:59 am	
6	The Children's Servic	Centre - adoption message	"	
6	YMCA - "come with us	nto the 70's	4:59 pm	
6	PROMO - Sesame Street		"	
6	Winter Wonderland - N	agara Falls	5:05 pm	
6	Canadian Dental Assoc	ation message	"	
6	PROMO - Rocky & his fr	iends	5:22 pm	
6	Canadian Bible Society		"	
6	Cereal (30 sec.)	Kellogg's Sugar Pops	5:45 pm	with Woody Woodpecker
6	Cereal (30 sec.)	Kellogg's Corn Flakes	"	free secret agent pens

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, January 14th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	PROMO - Anything You Can Do (adult game show)		8:29 am	
2	PROMO - Le sac à malice		4:28 pm	
2	PROMO - Tarzan		"	
6	Canadian Wildlife Service conservation message		5:12 pm	
6	Red Cross - give blood message		"	
6	Hydro caution - stay away from live wires		5:20 pm	
6	Canadian National Institute for the Blind message		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, January 18th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Smarties (30 sec.)	Rowntree	10:59 am	candy
6	Aero (30 sec.)	Rowntree	"	chocolate bar
12	Cereal (30 sec.)	Kellogg's Sugar Frosted F.	12:01 pm	
12	Cereal (30 sec.)	Kellogg's Raisin Bran &	"	Jungle Jumbles free - in Rice Crispies also
12	PROMO - Pulse news		12:18 pm	
12	Salvation Army message		"	
[illegible]	PROMO - Mr. Chips (home carpentry)		12:28 pm	
12	PROMO - Eddie's Father (sit com)		"	
12	Toklat movie about grizzly bear at local cinemas		4:31 pm	
12	Canadian Dental Association message		4:40 pm	
12	PROMO - Medical Centre (drama)		"	
12	PROMO - Longstreet (detective)		4:47 pm	
12	PROMO - Pulse (news program)		"	
2	Kentucky Fried Chicken (Villa de Poulet)		5:15 pm	restaurant
2	Detergeant	ABC	"	
2	Shampoo	Halo	"	
2	Cereal (30 sec.)	Post Alpha-Bits	5:33 pm	
2	Cereal (30 sec.)	Post	"	free hockey figures with 3 Post cereals

Matrix of all commercial messages, promos and public service messages carried during children's programs on Tuesday, January 18th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Chewing gum	Wrigley's Spearmint	5:33 pm	
2	Strawberry shortcake	McCain	"	food
2	Toklat - film at local	cinemas	5:45 pm	
2	Hair spray	Albert VO5	"	
2	Shampoo	Protein 21	"	
2	PROMO - Radio-Canada	sports programs	5:48 pm	
2	PROMO - Caméra-Moto (	youth program)	"	
2	PROMO - Les Feuilles	d'érable (drama series)	"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, January 19th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Le sac à malice		10:14 am	
2	PROMO - Bobino		10:29 am	
2	PROMO - Walt Disney Présente		10:59 am	
2	PROMO - Nic et Pic		"	
2	Cereal (30 sec.)	Kellogg's Sugar Pops	11:42 am	with Woody Woodpecker *
2	Cereal (30 sec.)	Kellogg's Sugar Frosted F.	"	with Tony the Tiger
2	PROMO - Au jardin de Pierrot		4:28 pm	
2	PROMO - Yogi et Popotame		"	
2	Toklat movie at local cinemas (30 sec.)		"	
2	Vitamins (30 sec.)	Pal's	"	Club
2	Peanut Butter (30 s)	Kraft	4:35 pm	with Cremo & Cocoa bears
2	Cereal (30 sec.)	Kellogg's Rice Crispies	"	with Cric Crac Croc elves
2	Cereal (30 sec.)	Kellogg's Froot Loops	"	
2	Softee Toffee (30 s.)	Kraft	4:45 pm	candy for children and adults
2	Caramels & candies (30)	Kraft	"	
2	Contest	Radio-Canada	4:58 pm	
2	Cereal (30 sec.)	Kellogg's Sugar Pops	"	Woody
2	Cereal (30 (30 sec.)	Kellogg's Corn Flakes	"	free secret agent pens

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Wednesday, January 19th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Cereal (30 sec.)	Post Honeycomb	5:09 pm	
2	Cereals(30 sec.	Post	"	free hockey figures
2	Smarties (30 sec.)	Rowntree	"	candy
2	Kit Kat (30 sec.)	Rowntree	"	chocolate bar
2	Chicklets (30 sec.)	Adams	5:22 pm	chewing gum
2	Mentholyptus (30 s.)	Halls'	"	cough drops
2	Caramilk (30 sec.)	Cadbury	"	chocolate bar
2	Snack bar (30 sec.)	Cadbury	"	chocolate bar
2	"La Cane aux oeufs d'or" - movie		5:58 pm	at local cinemas

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, January 20th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Au jardin de	Pierrot	10:14 am	
2	PROMO - Bobino		10:29 am	
2	PROMO - Lassie		10:44 am	
2	PROMO - Télé-chrome		"	
2	PROMO - Voyage au fon	d des mers	10:59 am	
12	Toklat - movie at loc	al cinemas (1 minute)	4:05 pm	family film
12	Cereal (30 sec.)	Kellogg's Sugar Pops	4:14 pm	Woody Woodpecker *
12	PROMO - Beat the Cloc	k (adult game show)	"	
6	Anti-prejudice messag	e "Hire on the basis of mer	t4:38 pm	
6	PROMO - Hockey Night	in Canada	4:50 pm	
2	Cereal (30 sec.)	Kellogg's Cornflakes	4:59 pm	
2	Cereal (30 sec.)	Kellogg's S. Frosted Flakes	"	
2	Tiens-toi bien à l'or	eille de papa - film (1 m.)	5:12 pm	showing at local cinemas
2	Bar Six (30 sec.)	Cadbury	"	chocolate bar
2	Caramilk (30 sec.)	Cadbury	"	chocolate bar
2	Toklat - movie (1 min	playing at local cinemas	5:28 pm	
2	Cleaning liquid (30)	Ajax	"	
2	Dishwashing liquid	Palmolive	"	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, January 21st, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Télévision scolaire		9:29 am	
2	PROMO - educational programs		9:50 am	
2	PROMO - Bobino		"	
2	PROMO - Téléchrome		9:59 am	
2	PROMO - Tarzan		10:14 am	
2	PROMO - Yogi et Popotame		10:29 am	
2	PROMO - Tour de Terre		10:58 am	
2	PROMO - Laurel et Hardy		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on SATURDAY, January 22nd, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	PROMO - Magic Tom		9:29 am	
12	Toklat - movie at local cinemas (1 min.)		9:32 am	
12	PROMO - Longstreet (detective drama)		9:42 am	
12	PROMO - Like Young (teens music program)		"	
12	PROMO - Truth or Consequences (adult game show)		9:52 am	
12	PROMO - All About Faces (adult game show)		9:59 am	
12	Toklat (1 minute)	film at local theatres	10:02 am	
12	PROMO - Untamed World	(nature series)	10:12 am	
12	Boys' Club of Canada message		"	
12	Grand Prix Wrestling		"	
12	PROMO - Star Trek		10:21 am	
12	PROMO - Doris Day Show (comedy series)		"	
12	PROMO - Rollin' on the River (music program)		10:29 am	
12	Vitamins (30 sec.)	Flintstone	10:32 am	for children
12	PROMO - Mr. Chips		"	
12	PROMO - Travel '72		10:42 am	
12	Safety message - Fire prevention		"	
12	PROMO - Beat the Clock (adult game show		10:50 am	

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, January 22nd, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS	
12	Anglican, Roman Catholic & United Churches		10:50 am	religious message	
12	PROMO - Lassie		10:59 am		
12	Cereal (30 sec.)	Kellogg's Cornflakes	11:01 am	with Yogi Bear	*
12	Cereal (30 sec.)	Kellogg's Sugar Pops	"	with Woody Woodpecker	*
12	CFCF Auto show contest		11:07 am		
12	Anglican, R.C. & United Churches rel. message		"		
12	PROMO - Here's Lucy (comedy series)		11:17 am		
12	"Love your children"	public service message	"		
12	PROMO - Kareen's Yoga (exercise program)		11:29 am		
12	Cereal (30 sec.)	General Mills Cheerios	11:32 am	"to help you feel groovy"	
12	Vitamins (30 sec.)	Flintstone	"		
12	CFCF Auto show contest		11:38 am		
12	PROMO - The Saint (detective series)		11:50 am		
12	PROMO - Room 222 (drama series)		"		
12	PROMO - Dick van Dyke (comedy series)		11:58 am		
12	PROMO - Magic Tom		12:01 pm		
12	PROMO - Grand Prix Wrestling		12:10 pm		
12	PROMO - Longstreet (adult series)		"		

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, January 22nd, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	PROMO - Star Trek		12:18 pm	
12	PROMO - Doris Day Show (comedy)		"	
12	PROMO - Like Young tapings		12:29 pm	
12	Shipstad' & Johnson Ice Follies at Forum		12:34 pm	
12	PROMO - Untamed World (nature series)		"	
12	PROMO - All About Faces (adult game show)		"	
12	Toklat - movie		12:50 pm	
12	Foster Parents Plan - adoption message		"	
12	Fantastic country - record at $2.99		12:57 pm	
12	PROMO - Joe Van Matinee (afternoon movie)		"	
12	PROMO - Like Young		1:11 pm	
12	John Howard Society message		"	
12	PROMO - The Saint		1:20 pm	
12	PROMO - Mannix (detective series)		"	

Matrix of all commercial messages, promos and public service messages carried during

children's programs on SUNDAY, January 23rd, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Oil	Gulf	6:10 pm	
6	Toothpaste	Colgate	"	
6	Insurance	Metropolitan Life	"	
6	Shave cream	Edge Protector	6:27 pm	
6	Mouthwash & gargle	Colgate 100	"	for the family
6	Shampoo	Bright Side	"	
6	Pain relief tablet	Anacin	"	
6	Minute Rice	General Foods	6:45 pm	
6	Dog food	Gaines Top Choice	"	
6	Insurance	Metropolitan Life	"	
6	Dishwasing liquid	Palmolive	"	
6	Hair remover	Neet	6:55 pm	
6	Future floor wax	Johnson's	"	
6	Cooking bags	Cooking Magic	"	
6	PROMO - Partridge Family		6:57 pm	
6	Bedknobs & Broomsticks	- Walt Disney movie	"	
6	Shampoo	Vo5	6:58 pm	
6	Hair Colour	Brunettes Only	"	
6	Instant Coffee	Nescafé	"	
6	Quick chocolate drink	Nestle's	"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, January 24th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - L'école chez vous (educational program)		9:59 am	
2	PROMO - Maigrichon et Gras-double		10:29 am	
2	PROMO - Grujot et Délicat		10:43 am	
2	PROMO - Bobino		"	
2	PROMO - Daniel Boone		10:44 am	
6	Cereal (30 sec.)	Kellogg's Sugar Pops	10:59 am	with Woody Woodpecker *
2	PROMO - Alerte dans l'espace (space series)		12:29 pm	
12	Cereal (30 sec.)	Kellogg's Rice Crispes	4:38 pm	
12	Cereal (30 sec.)	Kellogg's Froot Loops	"	cartoon character Pop Top
12	PROMO - Kareen's Yoga (exercise series)		4:45 pm	
12	The Danish House mid-winter sale		"	
12	Fire Prevention safety message		4:52 pm	
2	Spearmint chewing gum	Wrigley's	5:17 pm	
2	Toklat movie		"	
2	Cereal (30 sec.)	Post Alpha-Bits	5:28 pm	
2	Cereal (30 sec.)	Post	"	free hockey player toy
2	Hair Spray	VO5	"	
2	Shampoo	VO5	"	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Monday, January 24th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Caramilk (30 sec.)	Cadbury	5:38 pm	chocolate bar
2	Snack Bar (30 sec.)	Cadbury	"	chocolate bar
2	Chewing gum (30 sec.)	Dentyne	"	
2	Cold medication	Sinutabs	"	
2	Cereal (30 sec.)	Kellogg's Rice Crispies	5:50 pm	
2	Cereal (30 sec.)	Kellogg's Corn flakes	"	secret agent pen
2	Coffee Crisp (30 sec)	Rowntree	"	chocolate bar
2	Aero (30 sec.)	Rowntree	"	chocolate bar

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, January 25th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Les 100 tours	de Centour	9:14 am	
2	PROMO - L'Ecole Chez	Vous (adult education)	9:29 am	
2	PROMO - Clak		10:14 am	
6	PROMO - Hansel & Gre	tel opera special	10:44 am	
6	Smarties (30 sec.)	Rowntree	10:59 am	candy
6	Coffee Crisp (30 s.)	Rowntree	"	chocolate bar
2	PROMO - Bobino		11:59 am	
2	PROMO - Grujot et Dél	icat	"	
12	Caramilk (30 sec.)	Cadbury	12:02 pm	chocolate bar
12	Alphagetti (30 sec.)	Libby's	"	food
12	Pop Tart Pastries	Kellogg's (30 sec.)	12:10 pm	with Milton the talking toaster
12	Cereal (30 sec.)	Kellogg's (Sugar Frosted)	"	
12	PROMO - Pink Panther,	Underdog, Cool McCool	"	
12	PROMO - Star Trek		12:25 pm	
12	Salvation Army messag	e - read Bible	"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, January 26th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Bobino		9:59 am	
2	Posters of children's	programs characters	10:14 am	write to box no. Radio-Canada
2	PROMO - Nic et Pic		10:29 am	
2	PROMO - Walt Disney	Présente	10:59 am	

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, January 27th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	PROMO - Longstreet (detective series)		8:27 am	
12	PROMO - Late movie		"	
12	PROMO - All about Faces (adult game show)		8:35 am	
12	Fire Prevention safety message		8:45 am	
12	PROMO - Truth or Consequences (game show)		"	
12	Dental Association message (cartoon)		8:52 am	
12	PROMO - Mr. Chips		"	
12	PROMO - Room 222 (drama series)		"	
12	PROMO - Academy Performance (evening movie)		8:59 am	
12	Safety message		9:07 am	
12	PROMO - Me and the Chimp (sit com)		"	
12	PROMO - Lassie		9:15 am	
12	PROMO - Montreal Bulletin Board (CFCF program)		"	
12	PROMO - Flintstones, Dastardy & Muttley, Perils		9:23 am	
12	Canadian Wildlife Association		"	
12	PROMO - Joe Van Matinée (afternoon movie)		9:29 am	
2	PROMO - Télévision scolaire (education TV)		"	
2	PROMO - Bobino		9:59 am	

Matrix of all commercial messages, promos and public service messages carried during children's programs on Thursday, January 27th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	CBF radio commercial		11:59 am	
2	PROMO - Tour de Terre		"	
6	PROMO - Children's TV programs on CBC		5:06 pm	
6	PROMO - Friendly Giant		"	
6	PROMO - Mr. Dressup		5:25 pm	
6	PROMO - Alphabet Soup		"	
6	PROMO - Partridge Family (sit com)		5:29 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, January 28th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - Dick Van Dyke etc. (tonight's programs)		8:59 am	
6	PROMO - Pre-Olympic Special		9:29 am	
2	Souris Verte Voyage	Radio-Canada	3:59 pm	game for sale
2	Vitamins (30 sec.)	Glycobal	"	for children
2	PROMO - Yogi et Popotame		4:29 pm	
2	PROMO - Le roi Léo		"	
2	CBF radio commercial		4:58 pm	
2	Pop Tarts (30 sec.)	Kellogg's	"	
2	Eggo (30 sec.)	Kellogg's	"	giant waffles
2	Tiens-toi bien après les oreilles à papa - film		5:12 pm	film at local cinemas
2	Cereal (30 sec.)	Post Alpha-Bits	"	
2	Cereal (30 sec.)	Post	"	free hockey shooters
2	Chewing gum (30 sec.)	Wrigley's Spearmint	5:21 pm	
2	PROMO - Les Pierrafeu		"	
2	Toklat - movie playing at local cinemas		"	
6	Cereal (30 sec.)	Wheetabix	5:37 pm	
6	PROMO - The Nature of Things (nature series)		"	
6	Par Six (30 sec.)	Cadbury	"	chocolate bar

Matrix of all commercial messages, promos and public service messages carried during children's programs on Friday, January 28th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Caramilk (30 sec.)	Cadbury	5:37 pm	chocolate bar
6	PROMO - Bugs Bunny Roadrunner Hour		5:45 pm	
6	PROMO - Hockey Night in Canada		"	
6	PROMO - Mary Tyler Moore Show (sit com)		5:58 pm	
6	Cereal (30 sec.)	Cheerios General Mills	"	
6	PROMO - Hour Glass news program		"	
6	PROMO - Countrytime (country music program)		6:29 pm	
6	PROMO - John Ferguson Show		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on SATURDAY, January 29th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - Orff (comedy show)		9:29 am	
6	PROMO - Highlights and Cine Six		"	
6	PROMO - Irish Rovers (music show)		9:59 am	
2	PROMO - Lassie		10:29 am	
2	PROMO - Le sac à malice		"	
2	PROMO - Maigrichon et Gras-Double		10:58 am	

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, January 31st, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Journal de Le sac à malice		8:59 am	available at Radio-Canada
2	PROMO - 100 tours de Centour		9:14 am	
2	PROMO - Verso (education program)		9:29 am	
2	PROMO - Daniel Boone		9:59 am	
6	PROMO - Children's Television programs on CBC		"	
2	PROMO - Maigrichon et Gras Double		10:14 am	
2	PROMO - Daktari		10:29 am	
2	Léxique du cinéma amateur		10:59 am	available at Radio-Canada
6	Winter Wonderland, Niagara Falls		4:58 pm	
6	PROMO - Irish Rovers (music)		"	
6	PROMO - In the Mood (music)		5:10 pm	
6	Canadian Red Cross safety message		"	
6	PROMO - Carol Burnett Show (adult comedy)		5:17 pm	
6	PROMO - My Three Sons (sit com)		5:28 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, February 1st, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - Alphabet Soup		9:44 am	
2	PROMO - Daniel Boone		9:58 am	
6	PROMO - Mary Tyler Moore (sit com)		"	
6	YMCA - get in shape		10:29 am	
2	PROMO - Bobino		"	
6	Canadian Wildlife Service (info about beavers)		10:44 am	
6	Smarties (30 sec.)	Rowntree	10:59 am	candy
6	Kit Kat (30 sec.)	Rowntree	"	chocolate bar
12	Cereal (30 sec.)	Kellogg's Froot Loops	4:03 pm	
12	Cereal (30 sec.)	Kellogg's Corn Flakes	"	free secret agent pens with box tops
12	PROMO - The Persuaders (adult entertainment)		4:33 pm	
12	PROMO - Me and the Chimp (sit com)		4:47 pm	
12	PROMO - Magic Tom		4:55 pm	
12	PROMO - Beat the Clock (adult game show)		4:58 pm	
6	Canadian Dental Association message		5:07 pm	
6	PROMO - Sesame Street		"	
6	PROMO - Mary Tyler Moore Show (sit com)		5:22 pm	
6	PROMO - Singalong Jubilee (music show)		"	
6	Cereal (30 sec.)	Kellogg's Sugar Pops	5:52 pm	Woody
6	Cereal (30 sec.)	Kellogg's	"	secret agent pens

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, February 2nd, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Canadian Dental Association message		9:07 am	
12	PROMO - Beat the Clock (game show)		9:15 am	
12	PROMO - Lassie		"	
12	PROMO - Saturday morning cartoons on CFCF		"	
12	Boys' Clubs of Canada message		9:23 am	
12	CFQR-FM radio station commercial		"	
6	Canadian Progress Club message for Milk Fund		9:59 am	
2	PROMO - Nic et Pic		10:14 am	
2	PROMO - Le sac à malice		10:29 am	
2	PROMO - Voyage au fond des mers		"	
6	PROMO - Mr. Dressup		10:29 am	
6	Vitamins (30 sec.)	Pals' Club	10:58 am	
6	PROMO - Bugs Bunny Roadrunner Hour		"	
6	Red Cross message		11:58 am	
6	PROMO - Alphabet Soup		"	
2	PROMO - Walt Disney présente		3:59 pm	
2	Vitamins (30 sec.)	Glycobal	"	free toy cars
2	Cereal (30 sec.)	Fost Sugar Crisp	4:12 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on Wednesday, February 2nd, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Cereal (30 sec.)	Post Alpha-Bits	4:12 pm	
2	PROMO - Au jardin de	Pierrot	4:28 pm	
2	PROMO - Robin-Fusée		"	
2	Vitamins (30 sec.)	Pals' Club	"	
6	PROMO - Friendly Giant		"	
2	Peanut Butter (30 s)	Kraft	4:38 pm	with Cremo and Croco
2	Eggo	Kellogg's	"	waffles for the family
2	Cereal (30 sec.)	Kellogg's Froct Loops	"	
2	Softee Toffee	Kraft	4:50 pm	candy
2	Marshmallows	Kraft	"	
2	Toklat - movie		4:58 pm	
2	Pop Tarts	Kellogg's	"	
2	Eggo	Kellogg's	"	repeat of commercial as above *
2	Cereal(30 sec.)	Kellogg's Sugar Pops	5:15 pm	(Woody) *
2	Eggo	Kellogg's	"	same commercial as above but different program
2	Fish	Hi Liner		
2	Yogourt	Yoplait	5:30 pm	for everyone
2	Powdered milk	Crino	"	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Wednesday, February 2nd, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Kit Kat (30 sec.)	Rowntree	5:30 pm	chocolate bar
2	Coffee Crisp (30 s.)	Rowntree	"	chocolate bar
6	PROMO - John Ferguson	Show	4:59 pm	
6	Cereal (30 sec.)	Post Alpha-Bits	5:42 pm	
6	Cereal (30 sec.)	Post	"	free hockey shooters in boxes
6	Batteries	Ray-O-Vac	"	hockey crests to kids
6	Vitamins	Flintstone	5:52 pm	
6	Heart fund message		"	
6	PROMO - Rust in Peace	(special documentary)	"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, February 3rd, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - tonight's programs on CBMT		8:59 am	
2	PROMO - 100 tours de Centour		9:14 am	
2	PROMO - Télévision scolaire (Plein Air, etc.)		9:29 am	
2	PROMO - Bobino		9:59 am	
6	PROMO - Reach for the Top (highschool quiz show)		10:29 am	
2	Vitamins (30 sec.)	Chocks	4:58 pm	
2	Cereal (30 sec.)	Kellogg's Froot Loops	"	
2	Cereal (30 sec.)	Kellogg's Sugar F. Flakes	"	
2	Ice Follies - Forum (30 sec.)		"	
2	Cereal (30 sec.)	Post Alpha-Bits	5:12 pm	
2	Cereals (30 sec.)	Post	"	hockey shooters
2	Loans	Household Finance	"	
2	Tiens-toi après les oreilles à Papa - film		5:32 pm	film playing at local cinema
2	Bar Six (30 sec.)	Cadbury	"	chocolate bar
2	Caramilk (30 sec.)	Cadbury	"	chocolate bar
6	Cereal (30 sec.)	Kellogg's Raisin Bran	5:47 pm	
6	Cereal (30 sec.)	Kellogg's Sugar Pops	"	Woody Woodpecker *

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, February 4th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	PROMO - Magic Tom		8:28 am	"lots of magic candy, fun and stories"
12	Wonder Mouse (1 min.)	order from P.O.# T.M.R.	8:35 am	59 ¢ or 2 for $1.00, has tiny motor - hard sell voice *
12	Vitamins (30 sec.)	Flintstone	8:45 am	said to Mom
12	PROMO - McGowan & Co. (talk show)		"	
12	PROMO - Beat the Clock (game show)		"	
12	PROMO - Rollin' on the River (music program)		8:52 am	
12	PROMO - All About Faces (game show)		"	
12	PROMO - Academy Performance (evening movie)		8:58 am	
12	Eggo	Kellogg's	9:05 am	waffles for the family
12	Cereal (30 sec.)	Kellogg's	"	secret agent pens free with three labels
12	PROMO - Cartoons Saturday mornings on CFCF-TV		9:12 am	
12	Canadian Industries Ltd. safety message		"	re blasting caps
12	PROMO - Dick Van Dyke (afternoon sit com)		9:22 am	
12	TV 12 shopping bag to people who come to tapings		"	
12	PROMO - Here's Lucy (sit com)		"	
12	PROMO - Friday Night movie		9:29 am	
6	Vitamins (30 sec.)	Pal's Club	10:59 am	
6	PROMO - Children's Cinema		"	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Friday, February 4th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Dawn & friends	Ideal	12:01 pm	dolls - outfits sold separately
12	Cereal (30 sec.)	Kellogg's Cornflakes	12:12 pm	with Yogi Bear & Booboo *
12	Aero (30 sec.)	Rowntree	"	chocolate bar
12	Batteries	Ray-O-Vac	"	send for hockey crests
12	Cereal (30 sec.)	Kellogg's Sugar Pops	12:22 pm	
12	Pop Tart toasties	Kellogg's	"	
12	PROMO - Saturday mor	ing cartoons on CFCF-TV	"	
12	Shipstad's & Johnson	Ice Follies at Forum	12:28 pm	
12	Centennial sale	Simpsons	"	
12	PROMO - Lassie		"	
12	PROMO - Friday night	feature movie	"	
2	Vitamins	Chock's	4:29 pm	
2	CBF radio commercial		"	
6	PROMO - Luncheon Dat	(talk show)	"	
6	PROMO - The Partridge	Family (sit com)	4:38 pm	
6	PROMO - Carol Burnett	Show (comedy hour)	4:50 pm	
6	PROMO - Sesame Stree		4:58 pm	
6	PROMO - Tween Set		"	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Friday, February 4th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Pop Tarts (30 sec.)	Kellogg's	4:59 pm	
2	Cereal (30 sec.)	Kellogg's Rice Crispies	"	
2	Batteries	Ray-O-Vac	5:17 pm	hockey crests
2	CBF radio commercial		"	
2	"Tiens-toi bien après	les oreilles à papa"-film	"	local cinemas
6	Bar Six (30 sec.)	Cadbury's	5:41 pm	chocolate bar
6	Caramilk (30 sec.)	Cadbury's	"	
6	Cereal (30 sec.)	Wheetabix	"	
6	Vitamins (30 sec.)	Flintstone (one a day)	"	
6	PROMO - Tommy Hunter	Show (music)	5:50 pm	
6	The Heart Fund message		"	
6	Cereal	General Mills Cheerios	5:58 pm	to mothers
6	PROMO - Hour Glass (news)		"	
6	PROMO - The Partridge	Family (sit com)	6:04 pm	
6	Canadian Wildlife Service,	Ottawa (Canada Goose)	6:25 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on SATURDAY, February 5th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Coccinelle	Dimanche-Matin	9:58 am	children's page in newspaper
2	PROMO - Lassie		"	
2	PROMO - Robin-Fusée		10:28 am	
2	PROMO - Les Chiboukis		"	
6	Cereal	General Mills Cheerios	10:29 am	
6	PROMO - Children's Cinema		"	
6	Cereal	General Mills Cheerios	10:43 am	
6	Vitamins	Flintstone	"	Mom - just one each day
6	PROMO - Sport International		11:29 am	
6	Cereal	General Mills Cheerios	11:38 am	get in the Cheerios groove
6	Vitamins	Flintstone	"	same commercial as above - different program
6	CPC radio commercial		11:59 am	
6	PROMO - Bugs Bunny Roadrunner Show		1:07 pm	
6	PROMO - Hockey Night in Canada		"	
6	Industrial Accidents	Prevention Assoc. message	1:20 pm	
6	PROMO - Mr. Dressup		"	
6	PROMO - The Rovers		1:39 pm	
6	PROMO - Carol Burnett Show (comedy hour)		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, February 5th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Upper Canada Village - a living museum		1:51 pm	
6	CBC radio - Cross Country Checkup		"	
6	Peanut Butter	Kraft	5:08 pm	with Smoothie & Crunchie bears
6	PROMO - Walt Disney		"	
6	PROMO - Flip Wilson Show (comedy hour)		5:24 pm	
6	Cereal (30 sec.)	Post Sugar Crisp	"	
6	Cereal (30 sec.)	Post Alpha-Bits	"	
6	Canadian Wildlife Service (Cougar)		5:40 pm	
6	Softee Toffee	Kraft	"	candy
6	Cereal (30 sec.)	Post Honey Comb	5:52 pm	
6	Cereals (30 sec.)	Post	"	hockey shooters
6	PROMO - The Partridge Family (sit com)		"	
6	PROMO - The Rovers		5:57 pm	
6	Vitamins	Fli[illegible]stone	"	
6	PROMO - The Rovers		"	same promo as just before
6	PROMO - Highlights (of CBMT's programming)		"	

* M.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on SUNDAY - February 6th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Le Sac à malice (deux personnages espiegle)		9:29 am	
12	Soft drink	Seven-Up Montreal	1:01 pm	
12	Dr. Pepper	Seven-Up	"	serve hot with lemon
12	Dr. Pepper	Seven-Up	1:12 pm	and ice cream - have a ball!
12	Dr. Pepper	Seven-Up	1:27 pm	same commercial as above *
6	All adult commercials on the Wonderful World of Disney			

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, February 7th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - Mary Tyler Moore show (sit com)		10:29 am	
6	Vitamins (30 sec.)	Pals'	10:44 am	to kids - join the Club
6	PROMO - Mr. Dressup		"	
6	Eggos (30 sec.)	Kellogg's	10:59 am	waffles
6	Cereal (30 sec.)	Kellogg's Corn Flakes	"	secret agent pens
12	Snack Bar (30 sec.)	Rowntree	12:01 pm	chocolate bar
12	Frozen waffles (30 s)	Aunt Jemima		
12	Cereal (30 sec.)	Kellogg's Corn Flakes	12:07 pm	Yogi and BooBoo *
12	Batteries	Ray-O-Vac	"	hockey crests
12	Kit Kat (30 sec.)	Rowntree	"	chocolate bar
12	Bath crystals	Mr. Bubble	12:15 pm	for children
12	PROMO - Medical Center (med drama series)		"	
12	Candy	Tootsie Pop		
12	Cereal (30 sec.)	Post Alpha-Bits	12:29 pm	
12	Cereals (30 sec.)	Post	"	hockey shooters free
2	Cereal	Kellogg's Corn Flakes	11:38 am	Yogi et BooBoo do commercial during program Yogi Hours *
2	Posters of children's	programs personalities	3:59 pm	Radio-Canada - $1.00
2	Vitamins	Glycobal	"	

* N.B. Since this commercial was shown during Yogi's own show children have no way of recognising that it is not part of the regular program

Matrix of all commercial messages, promos and public service messages carried during children's programs on Monday, February 7th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS	
2	Cereal	Kellogg's Corn Flakes	4:08 pm	with Yogi & Boo Boo	*
2	Dawn (30 sec.)	Ideal	4:28 pm	doll and costume	
2	Dawn Fashion Show	Ideal (30 sec.)	"	doll clothes	
2	Cereal (30 sec.)	Count Chocula, Frankenberry	"		
2	Vitamins (30 sec.)	Pals'	"	join the Club	
2	Bath crystals	Mr. Bubble	4:58 pm	for children	
2	Pop Tarts (30 sec.)	Kellogg's	"		
2	Cereal (30 sec.)	Kellogg's Frosted Flakes	"		
2	Cereal (30 sec.)	Kellogg's Corn Flakes	5:15 pm	with Yogi & Boo Boo	*
2	Cereal (30 sec.)	Kellogg's Sugar Pops	"	with Woody Woodpecker	*
2	Smarties (30 sec.)	Rowntree	"	candy	
2	Aero (30 sec.)	Rowntree	"	choc bar - dancing cow fantasy	
2	Chewing gum	Wrigley's Spearmint	5:29 pm		
2	Soft drink	Pepsi-Cola	"	offer of free copy of NHL player Yvan Cournoyer's book	*
2	Batteries	Ray-O-Vac	"	send for hockey crests	
2	Hair colouring	For Brunettes Only	5:40 pm		
2	Bar Six	Cadbury's	"	choc bar	
2	Caramilk	Cadbury's	"	choc bar	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, February 8th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - 100 tours de Centour		9:14 am	
2	PROMO - Le Franbecois - a new way to learn French		9:29 am	
2	PROMO - Daniel Boone		9:59 am	
6	Foster Parents Plan of Canada message		10:59 am	
6	Smarties (30 sec.)	Rowntree	"	candy
6	Kit Kat (30 sec.)	Rowntree	"	choc bar
2	PROMO - Nic et Pic		4:29 pm	
2	Vitamins (30 sec.)	Pals'	"	join Club
2	Cereal (30 sec.)	Post Sugar Crisp	4:40 pm	
2	Cereal (30 sec.)	Post Alpha-Bits	"	
2	Vitamins (30 sec.)	Chocks	4:58 pm	
2	PROMO - Walt Disney		"	
2	Cereal (30 sec.)	Kellogg's	"	
2	Strawberry Shortcake	McCain's	5:15 pm	
2	Batteries	Ray-O-Vac	"	hockey crests
2	Cereal	Sugar Crisp - Post	"	
2	Cereals	Post	"	giveaway hockey shooter toy
2	PROMO - Special program on China		5:28 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on Tuesday, February 8th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Shampoo	Halo	5:29 pm	
2	Bath crystals	Mr. Bubble	"	
2	Kentucky Fried Chicken - Col. Saunders		5:42 pm	
2	Cereals	Count Chocula, Frankenberry	"	
2	PROMO - Special program tonight on CBFT			

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, February 9th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - tonight's programs on CBMT		8:59 am	
6	PROMO - Video One (youth program)		9:14 am	
6	PROMO - Friendly Giant		9:29 am	
2	PROMO - Le Franbecois		"	
6	Canadian Progress Club message - Milk Fund		9:44 am	
6	PROMO - Ciné six (movie)		"	
6	PROMO - CBC's children's programs		9:59 am	
6	PROMO - John Ferguson Show		10:29 am	
2	PROMO - Le Sac à malice, Nic et Pic		"	
6	PROMO - Mr. Dressup		10:44 am	
6	Vitamins (30 sec.)	Pals' Club	10:59 am	"hey kids..."
6	PROMO - Bugs Bunny	Roadrunner Hour	"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, February 10th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - Alphabet Soup		9:29 am	
6	PROMO - Sesame Street		"	
6	PROMO - Dick Van Dyke Show (sit com)		9:44 am	
6	PROMO - Bugs Bunny Roadrunner Hour		9:59 am	
2	PROMO - Lassie		"	
2	PROMO - Le roi Léo		10:14 am	
2	PROMO - Voyage au fond des mers		10:29 am	
6	PROMO - Jimmy Stewart Show (sit com)		"	
2	Publicité - Radio-Canada		10:44 am	
2	PROMO - Mon Ami Ben		"	
6	PROMO - Tween Set		"	
2	PROMO - Major PlumPouding		11:28 am	
2	PROMO - Bobino		"	
2	PROMO - Les Oraliens		"	
6	Canadian Coast Guard message, Dept. of Transport		4:45 pm	
6	PROMO - Hockey Night in Canada		4:57 pm	
6	Keep Canada clean - don't litter message		4:58 pm	
6	PROMO - Alphabet Soup		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on Thursday, February 10th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - Children's programs on CBC		5:10 pm	
6	The Canadian Save the Children Fund - message		"	
6	PROMO - Mr. Dressup		5:20 pm	
6	PROMO - Bu s Bunny Roadrunner Show		"	
6	Cereal (30 sec.)	Kellogg's Froot Loops	5:35 pm	
6	Pop Tart(30 sec.)	Kellogg's	"	
6	Detergeant	Cheer	"	
6	Dishwashing liquid	Ivory	"	
6	PROMO - Dick Van Dyke	(sit com)	5:44 pm	
6	Cereal (30 sec.)	General Mills Cheerios	5:59 pm	
6	Cereal (30 sec.)	Count Chocula, Frankenberry	"	

atrix of all commercial messages, promos and public service messages carried during

hildren's programs on FRIDAY, February 11th, 1972

HANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Télévision scolaire		9:29 am	
2	Three puzzles - Souris verte etc.	Radio-Canada	9:44 am	on sale everywhere
2	PROMO - Lassie		9:59 am	
6	PROMO - Rocky & Friends		"	
6	PROMO - Wonderful World of Disney		10:29 am	
2	PROMO - Tour de Terre		10:14 am	
2	PROMO - Télé-chrome		10:29 am	
2	Publicité radio-Canada - posters		10:58 am	children's programs personalities - $1.00
2	PROMO - Tour de Terre		"	
2	L'autovocabulaire - La Souris verte		"	six amusing games
6	Vitamins	Pals' Club	10:59 am	
12	Cereal (30 sec.)	Kellogg's Sugar Pops	12:01 pm	with Woody *
12	Mechanical mouse with	"magician's motor"	12:10 pm	order from Box no.
12	Smarties	Rowntree	"	candy
12	Batteries	Ray-C-Vac	"	send $1.00 and 2 labels for hockey crests
12	Dawn (30 sec.)	Ideal	12:20 pm	doll
12	Dawn's Fashions (30)	Ideal	"	doll's clothes
12	Cereal	Kellogg's Sugar Frosted F.	"	Tony the Tiger & son

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Friday, February 11th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Cereal	Kellogg's Corn Flakes	4:35 pm	Yogi & BooBoo
12	PROMO - Like Young (pop music)		4:47 pm	
12	PROMO - Pulse news		"	
12	PROMO - Star Trek		4:55 pm	
6	PROMO - Bugs Bunny Roadrunner Show		5:07 pm	
6	PROMO - The Wonderful World of Disney		"	
6	Anti-smoking message		5:20 pm	
6	PROMO - Olympic games on CBC		"	
6	Canadian Tourist Association message		5:28 pm	
6	Contributions to Canada's Olympic team		5:35 pm	Olympic lapel pin or crest given
6	PROMO - The Rovers		"	
6	PROMO - Dick Van Dyke (sit com)		5:45 pm	
6	PROMO - Hockey Night in Canada		"	
6	PROMO - Ginette Reno Special		5:50 pm	

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* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, February 21st, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Vitamins	Pals' Club	10:44 am	
6	PROMO - CBC children's programs		"	
6	Cereal	Kellogg's Froot Loops	10:59 am	
6	Cereal	Kellogg's Raisin Bran	"	
12	Bath Crystals	Mr. Bubble	12:01 pm	
12	Snack Bar	Rowntree	12:07 pm	
12	Frozen waffles	Aunt Jemima	"	
12	Mechanical mouse	P.O. Box no. - $1.00	"	
12	Cereal	Kellogg's Sugar Frosted F.	12:20 pm	
12	Waffles	Kellogg's Eggo	"	
12	Batteries	Ray-O-Vac	"	miniature hockey crests could be yours with 2 labels & $1.00
12	Coffee Crisp	Rowntree	"	
2	Cereal	Kellogg's Sugar Pops	4:10 pm	Woody
2	PROMO - Walt Disney Présente		4:29 pm	
2	Publicité-Télévision	posters $1.00 Radio-Canada	"	children's programs personalities
2	PROMO - Au jardin de Pierrot		4:59 pm	
2	PROMO - Les Oraliens	- for vocabulary	"	
2	Glosettes	Lowney's	5:15 pm	candy

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Monday, February 21st, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Cherry Blossom	Lowney's	5:15 pm	candy
2	Chewing gum	Wrigley's spearmint	"	
2	PROMO - Ma sorcière bien aimée (sit com)		5:40 pm	
2	PROMO - Tour de Terre		"	
2	PROMO - Alerte dans l'espace (space series)		5:52 pm	
2	PROMO - Clak		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, February 22nd, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Les Oraliens		10:15 am	
2	PROMO - Bobino		10.29 am	
6	PROMC - Reach for the	Top (highschool quiz)	10:44 am	
2	Vitamins	Pals' Club	4:29 pm	
2	Cereal	Post Sugar Crisp	4:45 pm	
2	Cereal	Post Alpha-Bits	"	
2	PROMO - Nic et Pic		"	
2	PROMO - Lassie		4:48 pm	
2	PROMO - Clak		"	
2	Publicité-Télévision	$1.00 P.O. Box, Mtl.	"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, February 23rd, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Walt Disney Présente		10:14 am	
2	PROMO - Alerte dans l'espace		10:29 am	
6	PROMO - Alphabet Soup		10:44 am	
6	Vitamins	Pals' Club	10:59 am	hey kids, join the Club
6	PROMO - Mr. Dressup		"	
12	Heacache tablets	Instantine	12:01 pm	
12	Snack Bar	Rowntree	"	
12	Cereal	Kellogg's Corn Flakes	12:10 pm	
12	PROMO - Children's cartoons on Saturday Mornings		"	
12	Dawn & boyfriend	Ideal	12:20 pm	dolls, outfits sold separately
12	Vitamins	Pals' Club	"	
12	Kit Kat	Rowntree	"	
12	Cereal	Kellogg's Sugar Frosted F.	4:27 pm	
12	Orange Juice	FBI	4:29 pm	nature's idea of a soft drink
2	Honey	Kraft	4:35 pm	with the honey bunny
2	Caramels	Kraft	"	
2	Cereal	Kellogg's	"	free travel decals
2	Cereal	Kellogg's Cornflakes	"	secret agent pen

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Wednesday, February 23rd, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Peanut Butter	Kraft	4:52 pm	with Cremo & Croco
2	PROMO - Radio-Canada's programs		4:58 pm	
2	PROMO - Major Plum Pouding		"	
2	PROMO - Voyage au fond des mers		"	
2	Soft drink	Pepsi-Cola	5:07 pm	
2	Oh Henry	Lowney's	"	choc bar
2	Cherry Blossom	Lowney's	"	chocolate
2	PROMO - Maigrichon et Gras-Double		5:20 pm	
2	PROMO - Cents Filles à marier (western)		5:38 pm	
2	Publicité-TV		"	
2	"La Cane aux oeufs d'or" Walt Disney film		5:57 pm	coming to local cinemas soon

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, February 24th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Cereal	Kellogg's Sugar Pops	4:40 pm	Woody *
2	PROMO - Télé-chrome			
2	PROMO - Lassie		4:58 pm	
2	PROMO - Maigrichon et Gras-Double		"	
2	PROMO - Tarzan		"	
2	PROMO - Bobino		5:32 pm	
2	PROMO - Mon Ami Ben		"	
2	PROMO - Paradis Terrestre (dramatic series)		5:45 pm	
2	Anti-smoking message		"	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, February 25th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Bobino		10:14 am	
2	PROMO - Les Chiboukis		4:59 pm	
2	Oh Henry	Lowney's	5:10 pm	
2	Champion	Lowney's	"	chocolate bar
2	Soft drink	Pepsi-cola	"	
2	Soft drink	Pepsi-cola	"	Cournoyer's hockey booklet free from Pepsi
2	"Tiens-toi bien aux oreilles de Papa" - film		5:22 pm	playing at local cinema
2	Cereals	General Mills	"	Count Chocula & Frankenberry
2	Batteries	Ray-O-Vac	"	
6	PROMO - Flip Wilson (comedy hour)		6:08 pm	
6				

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on SATURDAY, February 26th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Cereals (30 sec.)	General Mills	9:42 am	Count Chocula & Frankenberry
2	PROMO - Mon Ami Ben		"	
2	Vitamins (30 sec.)	Chocks '	9:50 am	to mothers
2	PROMO - Robin-Fusée		"	
2	Coccinelle	Dimanche Matin	9:59 am	children's page in newspaper
12	PROMO - Magic Tom		10:01 am	
12	Cereals (30 sec.)	General Mills	10:12 am	Count Chocula & Frankenberry
12	PROMO - All About Faces (game show)		"	
12	Grand Prix Wrestling	- Forum	"	
12	PROMO - The Amazing World of Kreskin (supernatural)		10:22 am	
12	PROMO - Nichols (western)		"	
12	Vitamins (30 sec.)	Flintstone	10:31 am	to Mom
12	Montreal School for the Blind message		"	
12	Mechanical mouse	P.O. Box no. T.M.R.	10:45 am	
12	Grand Prix Wrestling	- Montreal Forum	"	
12	PROMO - Truth or Consequences (game show)		10:51 am	
12	Canadian Dental Association message (cartoon)		"	
2	PROMO - Maigrichon et	Gras Double	10:59 am	

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, February 26th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Caméra-Moto (youth program)		11:40 am	
2	Dawn & Friends (30 sec.)	Ideal	"	dolls
2	PROMO - Bobino		11:58 am	
2	Journal Le sac à malice	Radio-Canada	"	on sale everywhere
2	PROMO - La soirée du hockey		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on SUNDAY, February 27th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Dr. Pepper (soft drink)	Seven-Up (sponsors of this program)	1:02 pm	hot with lemon
12	Dr. Pepper	Seven-Up	1:18 pm	with ice cream
12	Dr. Pepper	Seven-Up	1:28 pm	hot with lemon - same commercial as above *
6	Adult commercials on The Wonderful World of Disney (6 to 7 pm)			
6	Orange drink	Rise 'n Shine	6:30 pm	send for free hockey posters
6	No children's commercials on The Rovers (7 to 7:30 pm)			

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, February 28th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	PROMO - All About Faces (game show)		8:20 am	
12	PROMO - The Flintstones		"	
12	Vitamins	Flintstones	8:35 am	one-a-day + iron - when kids don't eat right
12	PROMO - Lassie		"	
12	PROMO - Cartoons & children go together Sat. morns.		8:52 am	
12	PROMO - Doris Day Show (sit com)		"	
12	PROMO - The Brady Bunch (sit com)		8:58 am	
12	PROMO - The Courtship of Eddie's Father (sit com)		"	
12	Fire Prevention message		"	
12	PROMO - Kareen's Yoga (exercise program)		"	
12	PROMO - Green Acres (morning sit com)		9:06 am	
12	PROMO - Saturday morning cartoons		9:15 am	
12	Canadian Dental Association message (animated)		"	
12	PROMO - Beat the Clock (game show)		9:22 am	
12	Fire Prevention message		"	
6	Cereal (30 sec.)	Kellogg's Corn Flakes	10:59 am	with Yogi Bear *
6	Cereal (30 sec.)	Kellogg's	"	Tony the Tiger to kids - free travel decals from Kellogg's
	No commercials noted	TUESDAY, February 29th, 1972		

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, March 1st, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Vitamins	Pals' Club	12:01 pm	
12	Aero	Rowntree	"	chocolate bar
12	Dancing Dawn (30 sec	) Ideal	12:13 pm	doll and her dancing friends - sold separately
12	Dawn's Fashions (30)	Ideal	"	doll's outfits - sold separately
12	Svengali Trick Cards	- $1.49 P.O. Box. no. TMR	"	"12 easy tricks anyone can do" *
12	Pop Tarts (30 sec.)	Kellogg's	12:25 pm	with Milton the Toaster
12	Cereal (30 sec.)	Kellogg's Sugar Frosted F.	"	
12	Crunchie	Cadbury	"	chocolate bar
12	PROMO - Me and the Chimp (sit com)		"	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, March 2nd, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Cereal	Kellogg's Froot Loops	4:25 pm	
12	Cougar Country - film coming to local cinemas		4:35 pm	for the whole family
12	Cereal	Kellogg's Corn Flakes	4:42 pm	with Yogi Bear
12	Cereals	Kellogg's	"	kids get free travel decals in Kellogg's cereals
12	Seasoned beans	Del Monte	4:52 pm	
12	PROMO - Lucille Rivers Show (fashions & sewing)		"	
6	Canadian Wildlife Service (chipmunks)		5:05 pm	
6	PROMO - Mr. Dressup		"	
6	PROMO - The Rovers		5:25 pm	
6	PROMO - Walt Disney		"	
6	Cereal	Kellogg's Raisin Bran	5:52 pm	
6	Cereals	Kellogg's	"	free souvenir decals in Kellogg's specially marked cereal boxes
	FRIDAY through MONDAY, March 3rd to March 7ty, 1972			
	No commercials noted	- continued strike problems at CBC/R-C		

* N.B.

atrix of all commercial messages, promos and public service messages carried during

hildren's programs on WEDNESDAY, March 8th, 1972

HANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Personnages pour enfants - Publicité de TV		3:58 pm	Radio-Canada
2	PROMO - Voyage au fond des mers		"	
2	Vitamins	Glycobal	"	fruit-flavoured for children
2	Cereal	Post Honeycomb	4:10 pm	
2	Cereals	Post	"	NHL player Bobby Orr in commercial - free hockey toys *
2	Cereal	Nabisco Shreddies	4:28 pm	premium Walt Disney characters on plastic flying wheels *
2	PROMO - Au Jardin de Pierrot		"	
2	Vitamins	Pals' Club	"	
2	Peanut butter	Kraft	4:38 pm	with Cremo and Croco
2	Cereal	Kellogg's Sugar Pops	"	Woody Woodpecker *
2	Cereals	Kellogg's	"	premium travel decals

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, March 9th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Au jardin de	Pierrot	10:14 am	
2	PROMO - Le Major Pl	um Pouding	10:29 am	
2	PROMO - Bobino		10:44 am	
2	PROMO - Lassie		10:59 am	
6	Kit Kat	Rowntree	"	chocolate bar
		FRIDAY, March 10th, 1972		
6	Motor bikes	Suzuki	6:12 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on SATURDAY, March 11th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	PROMO - Grand Prix Wrestling		8:31 am	
12	Vitamins	Flintstone	8:39 am	"are good to chew"
12	PROMO - Like Young (youth program)		"	
12	PROMO - The Saint (detective series)		8:52 am	
6	PROMO - International Teenis		9:28 am	
6	PROMO - Ciné Six (movie)		"	
6	PROMO - Jimmy Stewart Show (sit com)		9:54 am	

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, March 13th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - One Northern	Summer (nature series)	4:40 pm	
6	PROMO - Carol Burnett	Show (comedy hour)	4:50 pm	
6	PROMO - Main Chance (	dramatic series)	4:58 pm	
6	PROMO - Cannon (detec	tive series)	"	
6	Cereal	General Mills Cheerios	5:07 pm	
6	PROMO - Mary Tyler Mo	ore Show (sit com)	"	
6	National Park Service	Ottawa message	"	
6	PROMO - Dan Gibson's	Nature Family (special)	5:15 pm	
6	PROMO - Partridge Fam	ly (sit com)	"	
6	Motor bike	Suzuki	5:29 pm	
6	Detergeant	Cheer	5:40 pm	
6	Crispie Crunch	Neilson's	"	chocolate bar
6	PROMO - Mary Tyler Mo	ore Show (sit com)	"	
6	Chewing gum	Wrigley's spearmint	5:48 pm	
6	PROMO - Cannon (detec	tive series)	"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, March 14th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	"Cougar Country" - film at local cinemas (1 min.)		4:40 pm	family movie
12	PROMO - Joe Van Matinee (movie)		4:50 pm	
12	CFCF radio - Joe Van program		4:56 pm	
12	PROMO - Ian Tyson Show (country music)		"	
12	Bath crystals & shampoo	Mr. Bubble	7:25 pm	for children

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, March 15th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - 100 tours de Centour		9:14 am	
2	PROMO - Télévision scolaire (Plein Air, etc.)		9:29 am	
6	Cereal	Weetabix	5:59 pm	NHL player does commercial directed to children *
		THURSDAY, March 16th, 1972		
	No commercials directed to children recorded			

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, March 17th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Boys' Club of Canada message		9:07 am	
12	PROMO - Cartoons and children all go together		9:15 am	Saturday mornings on CFCF TV
12	PROMO - Star Trek		"	
12	PROMO - Rollin' on the River (music program)		9:25 am	
12	PROMO - Beat the Clock (game show)		"	
2	PROMO - Verso (educational program)		9:50 am	
2	PROMO - Caméra-Moto (youth program)		"	
2	Publicité-Télé Radio-Canada children's programs..		4:28 pm	personalities posters can be purchas
2	Vitamins	Chocks	"	with Asterix cartoon characters
2	Cereals	General Mills	"	Count Chocula, Frankenberry
2	Batteries	Ray-O-Vac	4:58 pm	
2	PROMO - Le Roi Léo		"	
2	PROMO - Laurel et Hardy		"	
6	Cereals	General Mills	5:29 pm	Count Chocula, Frankenberry
6	Cereal	Quaker's Muffets	5:56 pm	free stamps
6	Cereal	Nabisco Shreddies	"	free magic stars with Walt Disney characters *
6	PROMO - Laugh-In (comedy hour)		6:10 pm	
6	PROMO - Wonderful World of Disney		6:28 pm	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, March 20th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Cereal	Kellogg's Rice Crispies	10:59 am	
6	Cereal	Kellogg's Sugar F. Flakes	"	with Tony the Tiger
6	Cookies	Christie's	11:59	boy writing letter to Christie's saying you make good cookies

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, March 21st, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Daniel Boone		9:59 am	
2	PROMO - Grujot et Délicat		10:14 am	
2	PROMO - Bobino		10:29 am	
6	YMCA message		"	
6	Canadian Wildlife Service (chipmunk)		10:44 am	
6	Kit Kat	Rowntree	10:59 am	choc bar
6	Aero	Rowntree	"	choc bar
10	PROMO - Cinéma Kraft (movie)		3:59 pm	
10	"Cougar Country" - movie playing at local cinema		4:07 pm	family film
10	PROMO - Marine-Boy		"	
10	PROMO - Le Ranch à Willie (country music program		4:15 pm	
10	PROMO - Zorro		"	
10	PROMO - Jeunesse en forme (sports program)		4:47 pm	
10	PROMO - Sous Mon Toit (folk & country music show		4:54 pm	
10	PROMO - Symphorien (sit com)		4:58 pm	
10	PROMO - Encuêtes Speciales (detective series)		"	
10	Wines	Double Jack & Cherry Jack	5:08 pm	
10	Morgan's Day - sale	Morgan's	"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on Tuesday, March 21st, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
10	Salon du camping	Place Bonaventure	5:09 pm	
10	Pain tablets	Aspirin + Aspirin for children	"	
10	PROMO - Hawaii 5-0 (detective series)		5:24 pm	
10	Centre de Maind'ouevre du Canada message		"	
6	PROMO - Alphabet Soup		5:29 pm	
6	Restaurants	A & W	"	
6	Dishwasing liquid	Joy	5:40 pm	
6	Crispie Crunch	Neilson's	"	choc bar
6	PROMO - Laugh-In (comedy hour)		"	
6	Peanut Butter	Kraft	5:54 pm	with bears Smoothie & Crunchie
6	Cereals (30 sec.)	Kellogg's Raisin Bran & Rice Crispies	"	free paint-by-numbers posters
6	Cereals (30 sec.)	Kellogg's	"	with Tony the Tiger and free travel decals
6	Glosettes (30 sec.)	Lowney's	5:59 pm	chocolate-coated raisins
6	Cherry Blossom (30)	Lowney's	"	chocolate-coated cherry

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, March 22nd, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Télé-chrome		10:29 am	
6	PROMO - Bugs Bunny Roadrunner Hour		10:59 am	
6	PROMO - Friendly Giant		11:58 am	
6	Smarties (30 sec.)	Rowntree	"	candy
6	Aero (30 sec.)	Rowntree	"	chocolate bar
12	Cereal (30 sec.)	Kellogg's Sugar Frosted F.	12:01 pm	with Tony the Tiger
12	Frozen Waffles (30)	Kellogg's Eggo	"	
12	Coffee Crisp (30 s)	Rowntree	12:10 pm	chocolate bar
12	Cooking paper (30)	Look	"	
12	Vitamins (30 sec.)	Pals' Club	"	
12	PROMO - Ron Rickles Show (sit com)		"	
12	Cereal	Quaker's Muffets	12:20 pm	ten free stamps in every box
12	PROMO - Lucille Ball (sit com)		"	
10	Bubble bath (30 s)	Twinkle	3:45 pm	for children
10	PROMO - Sentinelles de l'air		"	
10	PROMO - Information Voyage (travel info show)		"	
10	La société canadienne contre l'arthrite message		"	
10	PROMO - Escadrille sous-marine		3:59 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, March 23rd, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
10	Message pour le Tiers-Monde		3:47 pm	
10	Red Cross message - give blood regularly		"	
10	PROMO - Information Voyages (travel info)		3:58 pm	
10	PROMO - Les sentinelles de l'air		"	
10	PROMO - Citoyens du monde (public service show)		4:25 pm	
10	PROMO - Mon Martien Favori (sit com)		"	
10	PROMO - Chantier '72 (public affairs)		4:50 pm	
10	PROMO - L'Araignée		4:55 pm	
10	PROMO - Télé quilles (bowling show)		4:58 pm	
10	PROMO - Studio 10 (talk show)		"	
10	Glosettes	Lowney's	5:27 pm	chocolate-coated raisins
10	Mon Oncle Antoine	Cinéma Pierrot	"	movie at local cinema

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, March 24th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
10	PROMO - La cirque du	Capitaine Bonhomme	8:57 am	
10	Bubble bath	Twinkle	3:38 pm	a bath costs less than 3 ¢ *
10	Newspaper	Montréal-matin	"	win a Datsun (car) for papa *
10	PROMO - Escadrille sous-marine		"	
10	Canadian Arthritis Association message		3:52 pm	
10	Anti-smoking message	Canadian Health Minister	"	
10	PROMO - Les Joyeux Naufragés (sit com)		3:58 pm	
10	PROMO - Jeunesse en forme (youth sports program)		"	
6	PROMO - The Partridge	Family (sit com)	4:35 pm	
6	PROMO - Carol Burnett	Show (comedy hour)	4:50 pm	
6	Canadian Tourist Association message		4:58 pm	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on SATURDAY, March 25th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
10	Oxfam message by Robert Charlebois		9:12 am	
10	Anti-smoking message	National Health Minister	"	
10	PROMO - Mon Martien favori (sit com)		9:28 am	
10	PROMO - Citoyen du Monde (public affairs)		"	
10	Shopping Centre	Les Galeries d'Anjou	9:40 am	come and see the animals
10	Newspaper contest	Montréal Matin	"	win a Datsun for Dad *
10	PROMO - Flipper		"	
10	PROMO - Joyeux Naufragés (sit com)		9:58 am	
10	PROMO - Bon week-end (talk show)		"	
10	PROMO - Jeunesse (teen program)		"	
10	PROMO - Pop '72 (young people's music)		"	
10	Shopping Centre	Les Galeries d'Anjou	10:10 am	
10	Newspaper(Coccinelle)	Dimanche-Matin	"	children's page
10	PROMO - Télé quilles (bowling)		10:58 am	
10	PROMO - Jeunesse en forme (sports)		"	
10	PROMO - Unité-Québec		"	
10	PROMO - Information voyage (travel)		"	
10	PROMO - Québec sait chanter (opera)		11:28 am	

* L.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, March 25th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
10	PROMO - Commandos du	désert (war series)	11:29 am	
10	Bubble Bath	Twinkle	11:40 am	powder or liquid - for kids a bath costs only 3¢ *
10	PROMO - Rin-Tin-Tin		"	- - -
10	Anti-smoking message	Minister of National Health	11:55 am	
10	PROMO - Sur le matelas (wrestling)		11:57 am	
10	PROMO - Chantier '72	(public affairs)	"	
10	PROMO - Jeunesse (youth program)		"	
10	Mon Oncle Antoine - film playing at local cinema		"	
6	PROMO - Wonderful World of Disney		5:07 pm	
6	Fat Track, Sizzlers	Mattel	"	toy racing cars - sold separately
6	Super Sun-tanned Barbie	Mattel (The Sun Set)	"	dolls - "and her Malibu friends"
6	Cereal	Post Sugar Crisp	5:25 pm	
6	Cereal	Post Alpha-Bits	"	
6	PROMO - The Gordie Tapp Show (music)		"	
6	Vitamins	Flintstone (1-a-day)	"	"contains 8 essential vitamins kids should have every day (when they don't eat right)"
6	Canadian Wildlife Service (cougar)		5:42 pm	
6	PROMO - Carol Burnett Show (comedy hour)		"	
6	Cereal	Post Honey Comb	5:47 pm	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, March 25th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Cereals	Post	5:47 pm	NHL player Bobby Orr free toy hockey shooter in boxes *
6	PROMO - The Partridge	Family (sit com)	"	
6	PROMO - Hockey game at	11 pm tonight	5:57 pm	
6	Chewing gum	Adams Chicklets	"	
6	Razor blades	Schick	"	
6	Vitamins	Flintstones	"	repeat of same commercial as earlier in this program *
6	Chocolate bar	Sweet Marie	"	

* N.P.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Sunday, March 26th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Madame et son fantôme (sit com)		8:59 am	
2	PROMO - Le sac à malice		9:29 am	
10	Cereal	Nabisco Shreddies	10:13 am	free flying star with Walt Disney characters *
10	United Appeal message		"	
10	PROMO - Flipper		"	
10	Canadian Arthritis Society message		"	
10	PROMO - Québec sait chanter (opera program)		10:28 am	
10	PROMO - Bon Dimanche (information)		"	
10	PROMO - Ciné Dimanche (movie)		"	
10	Cookies	Dare	11:35 am	made for children
10	Frozen Baked Goods	Sara Lee	11:58 am	for big and little gourmets

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Monday, March 27th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
10	S.U.C.O. message		8:58 am	
10	Furniture	Lucien Jutras Ltée	"	
10	PROMO - Rin-Tin-Tin		"	
12	PROMO - Beat the Clock	(adult game show)	9:05 am	
12	PROMO - Matinée with Joe Van	(movie)	9:15 am	
12	PROMO - Marcus Welby, M.D.	(medical drama series)	"	
12	PROMO - Truth or Consequences	(adult game show)	9:25 am	
12	PROMO - Me and the Champ	(family sit com)	"	
12	PROMO - Dick Van Dyke	(sit com)	9:28 am	
12	PROMO - A.M. show		"	
12	PROMO - Monday night feature movie		"	
6	PROMO - Partridge Family, Cannon, This Land		9:58 am	
6	Red Cross - give blood message		11:59 am	
6	Cookies	Dare	"	
10	PROMO - Rin-Tin-Tin		3:28 pm	
10	PROMO - Studio 10 (news)		"	
10	PROMO - Marine Boy		3:58 pm	
10	PROMO - Au secours mon amour		"	

Matrix of all commercial messages, promos and public service messages carried during

children's programs on Monday, March 27th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Cereal	Kellogg's Froot Loops	4:07 pm	
2	Cereal	Kellogg's Raisin Bran	"	cardboard marionettes giveaways
2	Cereal	Nabisco Shreddies	4:28 pm	Disney characters pictures on plastic flying stars *
2	Jersey Milk Treasures	Neilson's	"	chocolate bar
2	Vitamins	Pals' Club	"	join the Club

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, March 28th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	PROMO - Me and the Chimp (family sit com)		8:29 am	
12	Cereal	Kellogg's Froot Loops	8:35 am	
12	Cereal (Raisin Bran 4)	Kellogg's Rice Crispies	"	free paint-by-numbers posters
12	PROMO - Magic Tom		8:45 am	
12	PROMO - The Courtship of Eddie's Father (sit com)		"	
12	Fire prevention message - Fire Dept.		8:52 am	
12	PROMO - Beat the Clock (adult game show)		"	
12	PROMO - Academy Awards contest on Matinée (movie)		8:59 am	
6	PROMO - Special program on Sunday evening		10:28 am	
6	PROMO - Sesame Street		"	
12	Grand Prix Wrestling at Forum		4:35 pm	
12	Health Studios	Silhouette	"	
12	Shopping Centre	Les Galeries d'Anjou	"	
12	CFCF Blood Donor Clinic		"	
12	PROMO - Like Young (for teens)		4:50 pm	
12	PROMO - Joe Van Academy Award contest		"	
12	Department store	Eaton's	4:58 pm	
12	PROMO - Brady Bunch (family sit com)		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on Tuesday, March 28th, 1952 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Men's Ties	Crazy Cat's Cravates	4:58 pm	
12	PROMO - Don Rickles	(comedy show)	"	
2	Motorcycles	La maison Quillicot	5:15 pm	
2	Cookies	Christie's	"	
2	Facial skin cleanser	Snap	"	
2	Jersey Milk Treasures	Neilson's	"	chocolate bar
2	Soft drink	Coca-Cola	5:30 pm	
2	ABC detergeant		"	
2	shampoo		"	
2	Cookies	Dare	5:45 pm	kids interviewing kids for their opinion of Dare cookies
2	Orange juice	FBI	"	
2	Glossettes	Lowney's	"	chocolate-coated raisins
2	Oh Henry	Lowney's	"	chocolate bar
2	Batteries	Ray-O-Vac	5:55 pm	
2	Strawberry Shortcake	McCain	"	
2	Kentucky Fried Chicken	Col. Saunders	"	
2	Coffee	Eight O'clock (A & P)	5:59 pm	
2	Sweet Marie		"	chocolate bar

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, March 29th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Automobile Agency	Harold Cummings	8:28 am	(kept repeating commercials)
12	CFCF radio	Joe Van program	"	
12	PROMO - Montreal Bulletin Board		"	
2	Jersey Milk Treasures	Neilson's	4:58 pm	chocolate bar
2	Cereal	Kellogg's Sugar Pops	"	with Woody Woodpecker *
2	Cereal	Kellogg's (two brands)	"	free paint-by-numbers posters
2	Pants and jeans	GWG	5:12 pm	
2	Cereal	Kellogg's Sugar Pops	"	with Woody *
2	Cereal	Kellogg's Sugar Frosted Flakes	"	with Tony the Tiger
2	Milk powder	Crino	"	
2	Aero	Rowntree	"	chocolate bar
2	Chewing gum	Dentyne	5:40 pm	
2	Cough drops	Hall's mentholyptus	"	
2	Coffee Ripple	Cadbury's	"	chocolate bar
2	Crunchie	Cadbury	"	
2	Soft drink	Pepsi-Cola	5:54 pm	
2	Cookies	Christie	"	
2	Hairspray	Alberto VO5	"	

2 etc. - adult commercials

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, March 30th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Vitamins	Pals' Club	10:44 am	
6	PROMO - Children's Cinema		"	
6	PROMO - O'Hara, U.S. Treasury (adult)		"	
6	Kit Kat	Rowntree	10:59 am	chocolate bar
6	Coffee Crisp	Rowntree	"	choc bar
6	YMCA message		11:59 am	
12	Cereal	Kellogg's Frosted Flakes	12:01 pm	with Tony the Tiger
12	Cereal(Raisin Bran)	Kellogg's Rice Crispies	"	send in 3 box tops for paint-by-numbers posters
12	Bath crystals	Mr. Bubble	12:10 pm	
12	Cereal	Kellogg's Froot Loops	"	with Pop Top the turtle
12	Record albums	K-Tel(pop music)	12:20 pm	
12	Cereal	Nabisco Shreddies	"	free flying stars

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, March 31st, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
10	"Un enfant comme les autres" - film at local cinemas		4:02 pm	
10	Bubble bath	Twinkle	"	for children
10	PROMO - Mon Martien Favori (sit com)		"	
10	PROMO - L'Eglise sur la place (religious program)		4:15 pm	
10	PROMO - Les sentinelles de l'air		"	
10	PROMO - Télé-quilles (bowling)		4:45 pm	
10	PROMO - Citoyen du monde (citizenship program)		"	
10	PROMO - Symphorien (sit com)		4:58 pm	
10	"Un homme et son peché" - film at local sinema		"	
10	Chocolate bar	Sweet Marie	5:14 pm	
10	PROMO - Pop '72 (youth program)		"	
10	Records	K-Tel	"	
10	Canadian Arthritis Society message		"	
6	Cereal	(Shreddies) Nabisco	5:47 pm	free flying star in every box

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, April 3rd, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Cereal	Kellogg's Froot Loops	4:07 pm	with Pop Top the turtle
2	Cereal	Kellogg's Sugar Pops	"	with Woody Woodpecker *
2	Sizzlers	Mattel	"	toy racing cars
2	Doll	Mattle	"	
2	Cereal	Nabisco Shreddies	4:28 pm	flying stars giveaways
2	PROMO - Fanfreluche		"	
2	Vitamins	Pals' Club	"	join the club
2	Jersey Milk Treasures	Neilson's	4:58 pm	chocolate bar
2	Bath crystals	Mr. Bubble	"	for children
2	Joe Louis	Vachon	"	bake product

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, April 4th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Bobino		10:14 am	
2	CBF radio		"	
2	Department Store	Morgan's	"	la souris verte will be there in person tomorrow
2	PROMO - Grujot et Délicat		10:29 am	
2	PROMO - Soirée du Hockey		10:57 am	
2	PROMO - Fanfreluche		"	
2	PROMO - Le Baseball (sport)		"	
2	PROMO - Mon ami Ben		"	
6	Kit Kat	Rowntree	10:59 am	chocolate bar
6	Aero	Rowntree	"	choc bar
10	PROMO - Studio 10 (news)		3:59 pm	
10	PROMO - Zorro		"	
12	Bubble Bath	Twinkle	4:10 pm	Mom loves it too - it costs less than 3¢ a bath *
2	Cereals	Count Chocula, Frankenberry	4:28 pm	
2	Vitamins	'Pals' Club	"	
2	Cereal	Post Honeycomb	4:45 pm	with cowboy cartoon character - a hanging rope in scene *
2	Cereals	Post	"	hockey shooters (Bobby Orr, Dennis Hull etc.) *
2	Hot Wheels	Mattel	"	toy racing cars - track sold separately

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Tuesday, April 4th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Barbie doll	Mattel - The Sun Set	4:45 pm	
2	PROMO - Mon Ami Ben		4:57 pm	
2	PROMO - Bobino		"	
2	Food	Chef Boyardee	"	spaghetti - not only for children
2	Frisbee	Irwin	"	toy
2	S.S.P.	Kenner	"	toy racing cars
2	Cakes (carré feuilleté)	Vachon	"	
6	Cereal	General Mills Cheerios	5:12 pm	
6	PROMO - Mr. Dressup		"	
6	Canadian Wildlife Service (beaver)		"	
6	PROMO - Singalong Jubilee (evening music show)		5:23 pm	
6	PROMO - Carol Burnett Show (adult comedy)		"	
6	Restaurants	A & W (hamburgers & rootbeer)	"	
6	Peanut Butter	Kraft	5:41 pm	Smoothie & Crunchie
6	Cereal	Kellogg's Frosted Flakes	"	with Tony the Tiger
6	Cereal	Kellogg's Rice Crispies	"	
6	Crispie Crunch	Neilson's	5:55 pm	chocolate bar
6	Glossettes	Lowney's	5:58 pm	candy
6	Cherry Blossom	Lowney's	"	chocolate

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, April 5th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
10	PROMO - Le Ranch à Willie (country music)		8:58 am	
10	PROMO - Marine Boy		"	
2	PROMO - Le sac à malice		10:14 am	
2	Department store	Morgan's	10:29 am	come and meet La souris verte
2	CBF radio		"	
6	PROMO - Bugs Bunny Roadrunner Hour		10:59 am	
2	PROMO - Pobino		11:29 am	
12	Cereal	Kellogg's Sugar Pops	4:02 pm	with Woody •
12	Cereal	Kellogg's Frosted Flakes	"	with Tony
12	Cookies	Christie's	4:17 pm	small boy writing to Mr. Christie
2	Joe Louis (cakes)	Vachon	4:29 pm	
2	Vitamins	Pals' Club	"	
2	Peanut butter	Kraft	4:40 pm	with Cremo and Croco
2	Honey	Kraft	"	
2	Cereal	Kellogg's Cornflakes	"	with Yogi •
2	Cereal	Kellogg's Sugar Pops	"	with Woody •
2	Marshmallows, candies	Kraft	4:55 pm	cartoon with animals
2	Jersey Milk Treasures	Neilson's	4:58 pm	chocolate bar

• N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Wednesday, April 5th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	Frisbee	Irwin	4:58 pm	toy
2	S.S.P.	Kenner	"	live all the sensation of a race course - tell your friends
2	Cakes	Vachon	"	
6	Vitamins	Flintstone	5:40 pm	"they're good to chew"
6	Federated Appeal message		"	
6	Glosettes	Lowney's	"	candy
6	Oh Henry	Lowney's	"	chocolate bar "for everybody"

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, April 6th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Le Télé-chrome		10:29 am	find themes and participate
2	PROMO - Bobino		11:44 am	
6	Kit Kat	Rowntree	10:59 am	chocolate bar
6	Aero	Rowntree	"	choc bar
6	PROMO - Tween Set		3:59 pm	
10	Records	K-Tel (pop music)	4:05 pm	
10	"Un enfant comme les autres" family movie		"	at local cinemas
10	PROMO - Sous mon toit (music show)		"	
10	"Un enfant comme les autres"		4:22 pm	same commercial as above *
10	PROMO - Special program on the Olympics		"	
10	PROMO - L'Eglise sur la Place (religious program)		"	
10	PROMO - Jeunesse en forme (sports)		4:48 pm	
10	PROMO - Citoyen du monde (public affairs)		"	
6	Cereal	General Mills	5:03 pm	Count Chocula & Frankenberry
6	PROMO - Bugs Bunny Roadrunner Hour		"	
6	PROMO - The Rovers (family show)		"	
6	PROMO - Dick Van Dyke Show (adult comedy)		5:15 pm	
6	Cereals	Kellogg's	5:40 pm	send box tops for paint-by-number posters

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Thursday, April 6th, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	Crispie Crunch	Neilson's	5:50 pm	
6	PROMO - Alphabet Soup		"	
6	Honey	Kraft	"	cartoon with honey bunny - "get Kraft honey kids & taste the differen *
6	Softee Toffee	Kraft	"	use puppets - a new kind of toffee for kids

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, April 7th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Le Téléchrome		10:14 am	
2	PROMO - Robin-Fusée		10:29 am	
2	PROMO - Le Téléchrome		10:59 am	
2	PROMO - Robino		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on SATURDAY, April 8th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Les Chiboukis		10:29 am	
2	PROMO - Le sac à malice		10:59 am	
10	Montreal Favourite Pet Shop (2 minutes - sponsors)		1:28 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on SUNDAY, April 9th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	R-C Cola	7-Up Co., Montreal	1:01 pm	"for people who can't stop drinking col
12	R-C Cola	7-Up Co., Montreal	"	"look under bottle caps for cash winnings"
12	Dr. Pepper	7-Up Ltd.	1:15 pm	hot with lemon
12	R-C Cola	7-Up	1:27 pm	same commercial as first above *
12	R-C Cola	7-Up	"	"you may be a winner of instant cash

* N.P.

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, April 10th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	PROMO - Beat the Clock (adult game show)		9:05 am	
12	CFOR-FM radio		9:15 am	
12	Fire Prevention message		"	
12	Foster Parents Plan of Canada		9:23 am	(with Burt Bacrach)
12	PROMO - Wednesday Night Movie (Island in the Sun)		"	(scenes of violence)
12	Cereal (30 sec.)	Kellogg's Cornflakes	12:01 pm	with Yogi *
12	Eggo Waffles	Kellogg's	"	
12	Running shoes	Crazy Kids	12:15 pm	for kids - "this is a crazy commercial"
12	Cookies (30 sec.)	Christie's	"	
12	Bath crystals (55 s.)	Mr. Bubble	"	"you'll have a lot of fun"
12	Cereal	Post Honeycomb	12:22 pm	
12	Cereal	Post Sugar Crisp, etc.		
12	Kentucky Fried Chicken	Colorel Saunders	12:28 pm	
12	Crispie Crunch	Neilson's	4:02 pm	chocolate bar - cowboy talking to young boy
6	PROMO - One Northern Summer (nature series)		4:40 pm	
6	Canadian Wildlife Service message (red fox) 1 min		4:57 pm	
6	Sizzlers, Fat Track	Mattel	5:50 pm	miniature cars, track, etc.
6	Sun-tan Barbie	Mattel	"	dolls *
12	Bubble Bath	Twinkie	7:15 [illegible]	"costs less than [illegible]

* N.P.

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, April 11th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
10	PROMO - Patrouille du	Cosmos	11:29 am	
10	Industrial Accidents Assoc. message		11:44 am	"protect your eyes"
10	Canadian Wildlife Service (black duck)		"	
10	Red Cross message - give blood regularly		"	
10	Cereal (30 sec.)	Post Honeycomb	11:59 am	
10	Cereal (30 sec.)	Post Sugar Crisp	"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, April 12th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Health Clubs (1 min)	Vic Tanny's	4:35 pm	
12	Bubble Bath	Twinkle	4:47 pm	"Mom loves it too because it costs* less than 3 cents a bath"
12	Cookies	Christie's	"	
12	Deviled Ham	Underwood	4:55 pm	
12	Seasoning salt	Lowrey's	"	
10	PROMO - Marine Boy		4:59 pm	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, April 13th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - Walt Disney		5:05 pm	
6	PROMO - Dick Van Dyke (adult sit com)		"	
6	PROMO - All in the Family (adult sit com)		5:25 pm	
6	Candies & marshmallows	Kraft	5:55 pm	
6	Cereal	Kellogg's Froot Loops	"	with Pop Top - "hey kids..."
6	Cereal	Kellogg's Cornflakes	"	free flingarings with 3 coupons from specially marked packages
6	Crispie Crunch	Neilson's	5:55 pm	
6	PROMO - The Rovers		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, April 14th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - Walt Disney		5:05 pm	
6	Safety message re electricity		"	
6	PROMO - Sesame Street		5:20 pm	
6	Hot Wheels	Mattel	5:33 pm	toy racing cars
6	Honey	Kraft	5:48 pm	honey bunny
6	Candies & marshmallows	Kraft	"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, April 17th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
10	PROMO - Marine Boy		4:15 pm	
6	PROMO - Children's programs on CBC		4:47 pm	"they learn and have fun and unwind"
6	PROMO - Sesame Street		5:07 pm	
6	Canadian Wildlife Service (red Fox)		"	
6	PROMO - Drop-In		5:18 pm	
6	Sizzlers, Fat Track	Mattel	5:38 pm	
6	The Sun Set	Mattel	"	Barbie dolls
6	Crispie Crunch	Neilson's	5:50 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on TUESDAY, April 18th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - Drop-In -		5:08 pm	
6	Cereal (General Mills)	Count Chocula, Frankenberry	"	
6	Canada Safety Council	- safety message	"	
6	PROMO - CBC Flight of	Apollo 16	5:20 pm	
6	Visit scenic Newfoundland		5:27 pm	
6	PROMO - Mary Tyler Moore show (adult sit com)		"	
6	PROMO - Carol Burnett	Show (adult comedy)	"	
6	Restaurant chain	A & W	"	
6	Red Cross message - Be a blood donor		"	
6	PROMO - CBC children's shows		8:59 pm	"they're as much fun as learning to swim"

Matrix of all commercial messages, promos and public service messages carried during children's programs on WEDNESDAY, April 19th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
6	PROMO - Wonderful World of Disney		8:59 am	
6	PROMO - John Ferguson Show		9:14 am	
6	PROMO - Tween Set		9:44 am	
6	PROMO - Bugs Bunny Roadrunner Hour		9:59 am	
2	PROMO - Fanfreluche		"	
2	PROMO - Major Plum Pouding		10:14 am	
2	PROMO - Walt Disney Présente		10:29 am	
6	PROMO - Drop-In		10:44 am	
6	PROMO - Reach for the Top (highschool quiz)		10:59 am	
6	Cereal	Weetabix	5:42 pm	
6	Vitamins	Flintstone	"	
6	Glosettes	Lowney's	"	
6	Oh Henry	Lowney's	"	
6	Chocolate bar	Sweet Marie	6:12 pm	
6	Victorian Order of Nurses (VON) message		"	
6	Bicycles	CCM	6:28 pm	
6	Restaurant chain	A & W	"	
12	Cereal	Kellogg's Froot Loops	7:59 pm	with Pop Top

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, April 20th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Bobino		10:29 am	
2	PROMO - Le Téléchrome		10:44 am	
2	PROMO - Yogi et Popotame		10:59 am	
2	Cereal	Nabisco	4:28 pm	free flying star
2	Bubble bath	Mr. Bubble	"	even your mother won't recognize you *
2	Cereal (30 sec.)	Kellogg's Sugar Pops	4:35 pm	with Woody Woodpecker *
2	Cereal (30 sec.)	Kellogg's Cornflakes	"	with Yogi Bear *
2	PROMO - Le Téléchrome		"	
2	Sizzlers	Mattel	4:45 pm	track and Juice machine sold separately or in sets
2	Baby Chou-chou	Mattel	"	soft like a baby, you'll love her at first sight
2	G.I. Joe (30 sec.)	Hasbro	4:58 pm	soldier dolls
2	Love (30 sec.)	Hasbro	"	dolls
2	Cereal (30 sec.)	General Mills	"	Count Chocula & Frankenberry
2	Joe Louis	Vachon	"	baked goods

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, April 21st, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Lassie		10:14 am	
2	PROMO - Robin-Fusée		10:29 am	
10	"Un enfant comme les autres" movie at local cinemas		11:37 am	
10	PROMO - Le Québec c'est nous autres (Special)		"	
2	PROMO - Maigrichon et Gras Double		4:29 pm	
2	Frisbee (30 sec.)	Irwin	4:58 pm	toy
2	S.S.P. (30 sec.)	Kenner	"	racing cars
2	Cereals	General Mills	"	Count Chocula, Frankenberry
2	Demi-lune	Vachon	"	cream-filled cakes
2	PROMO - Mon ami Ben		5:14 pm	
6	Cereal	Nabisco Shreddies	5:29 pm	giveaway flying stars - "you can trade them with your friends"
6	Sizzlers, Fat Track	Mattel	5:35 pm	toys
6	Barbie dolls	Mattel	"	The Sun Set - "dolls and other costumes sold separately"
6	PROMO - Jimmy Stewart Show (adult sit com)		6:10 pm	
6	PROMO - The Wonderful World of Disney		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on FRIDAY, April 21st, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Lassie		10:14 am	
2	PROMO - Robin-Fusée		10:29 am	
10	"Un enfant comme les autres" movie at local cinemas		11:37 am	
10	PROMO - Le Québec c'est nous autres (Special)		"	
2	PROMO - Maigrichon et Gras Double		4:29 pm	
2	Frisbee (30 sec.)	Irwin	4:58 pm	toy
2	S.S.P. (30 sec.)	Kenner	"	racing cars
2	Cereals	General Mills	"	Count Chocula, Frankenberry
2	Demi-lune	Vachon	"	cream-filled cakes
2	PROMO - Mon ami Ben		5:14 pm	
6	Cereal	Nabisco Shreddies	5:29 pm	giveaway flying stars - "you can trade them with your friends"
6	Sizzlers, Fat Track	Mattel	5:35 pm	toys
6	Barbie dolls	Mattel	"	The Sun Set - "dolls and other costumes sold separately"
6	PROMO - Jimmy Stewart Show (adult sit com)		6:10 pm	
6	PROMO - The Wonderful World of Disney		"	

Matrix of all commercial messages, promos and public service messages carried during children's programs on SATURDAY, April 22nd, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	PROMO - Ultraman		9:00 am	
12	Vitamins	Flintstone	"	
12	PROMO - Sports Beat '72		"	
12	PROMO - Matinee with Joe Van (afternoon movie)		9:12 am	
12	Fire prevention message		"	
12	PROMO - Magic Tom		9:22 am	
12	Sneakers	Crazy Kids	"	"they make you run like crazy, jump like crazy and stop like crazy"
12	PROMO - Lucille Rivers Show (fashion in sewing)		"	
2	PROMO - Lassie		9:58 am	
2	PROMO - Tour de Terre		"	
2	PROMO - Lassie		10:29 am	
12	Flying saucers	Keds	10:31 am	plaything
12	PROMO - Love American Style (adult comedy hour)		"	
12	PROMO - Medical Centre (med drama series)		10:43 am	
12	Canadian Dental Association cartoon message		"	
12	PROMO - Like Young (pop music for teens)		10:48 am	
12	PROMO - Doris Day Show (sit com)		"	
12	PROMO - Joe Van Matinee		11:01 am	

• N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, April 22nd, 1972 - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
12	Cereal	General Mills	11:13 am	Count Chocula & Frankenberry
12	PROMO - Golf Special		"	
12	PROMO - Courtship of	Eddie's Father (sit com)	11:22 am	
12	Cereal	Cheerios - General Mills	11:31 am	"to help you feel groovy all morning long"
12	Vitamins	Flintstones	"	
12	PROMO - Magic Tom		11:38 am	
12	PROMO - All About Faces (adult game show)		"	
12	PROMO - Star Trek		11:50 am	
12	PROMO - Marcus Welby	M.D. (medical series)	"	
		SUNDAY, April 23rd, 1972		
10	PROMO - Rin-Tin-Tin		7:07 pm	

Matrix of all commercial messages, promos and public service messages carried during children's programs on MONDAY, April 24th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Bobino		10:29 am	
2	PROMO - Grujot et Délicat		10:44 am	
2	PROMO - Walt Disney Présente		"	
2	Personnages pour Enfants	Publicité Radio-Canada	10:59 am	send $1.00 for 24 tear-outs of children's programs personalities
2	Cookies	Christie's	"	
		TUESDAY, April 25th, 1972		
2	PROMO - Grujot et Délicat		10:29 am	
2	PROMO - Bobino		10:59 am	
12	Cereal	Kellogg's Sugar Pops	12:28 pm	with Woody Woodpecker *
12	Cereal	Kellogg's Rice Crispies	"	
6	Cereal	Kellogg's Sugar Pops	5:45 pm	" " " *
6	Cereal	Kellogg's Corn Flakes	"	free fling-a-rings (toys) with 3 coupons from specially marked pk
		WEDNESDAY, April 26th, 1972		
12	Frosted Pop Tarts	Kellogg's	4:38 pm	
12	Cereal	Kellogg's Sugar F. Flakes	"	with Tony the Tiger
12	Coca Cola		4:50 pm	soft drink
12	Crispy Crunch	Neilson's	"	chocolate bar
12	PROMO - Truth or Consequences (adult game show)		4:57 pm	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on THURSDAY, April 27th, 1972

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS
2	PROMO - Bobino		10:29	
2	PROMO - Le Télé-chrome		10:44	
2	24 Personnages (children's programs)	Radio-Canada	10:59	$1.00 for mailing and handling costs Publicité-Télévision
2	PROMO - Le Télé-chrome		"	tomorrow the theme of the drawings will be the hero and the anti-hero
6	PROMO - All in the Family (adult sit com)		5:25	
6	Glossettes	Lowney's	5:29	candies
6	Oh Henry	Lowney's	"	chocolate bar
12	Cartoons & children all go together on CFCF-TV		7:14	Saturday mornings
6	PROMO - Walt Disney		"	
		FRIDAY, April 28th, 1972		
10	Montréal-Matin	Safari	3:42	send in coupons to win a datsun for papa *
10	Spectacle Charles Trenet	St. Denis Theatre	"	
		SATURDAY, April 29th, 1972		
10	PROMO - Symphorien (adult sit com)		11:28	
10	PROMO - Jeunesse (pop music)		"	
10	PROMO - Le Choc des Idées		"	

* N.B.

Matrix of all commercial messages, promos and public service messages carried during children's programs on Saturday, April 29th - continued

CHANNEL	NAME OF PRODUCT	COMPANY or BRAND NAME	TIME	COMMENTS	
10	Bubble Bath	Twinkle	11:32 am	a bath costs less than 3 ¢ that's why Mom likes it	*
10	PROMO - Rin-Tin-Tin		"		
10	Accident Prevention Society message		"		
10	Canadian Cancer Society message		"		
10	PROMO - Pop '72 (youth magazine)		11:58 am		
10	PROMO - Commandos du désert		"		
10	Le cirque Emmett-Morton		"		
10	Montréal-Matin	Safari	"	send in the coupons to win a Datsun for papa	*

* N.B.